

Cover

Who are you?

INVESTOR DECK



John Doe

john@unicorn.com

INVESTOR DECK



John Doe

john@unicorn.com

Hey, we're
PitchSavior



Hey, we're
PitchSavior



PitchSavior

Pitch deck expertise for changemakers



PitchSavior

Pitch deck expertise for changemakers



The smart way to build a pitch



John Doe

john@unicorn.com



Purpose

What drives you?

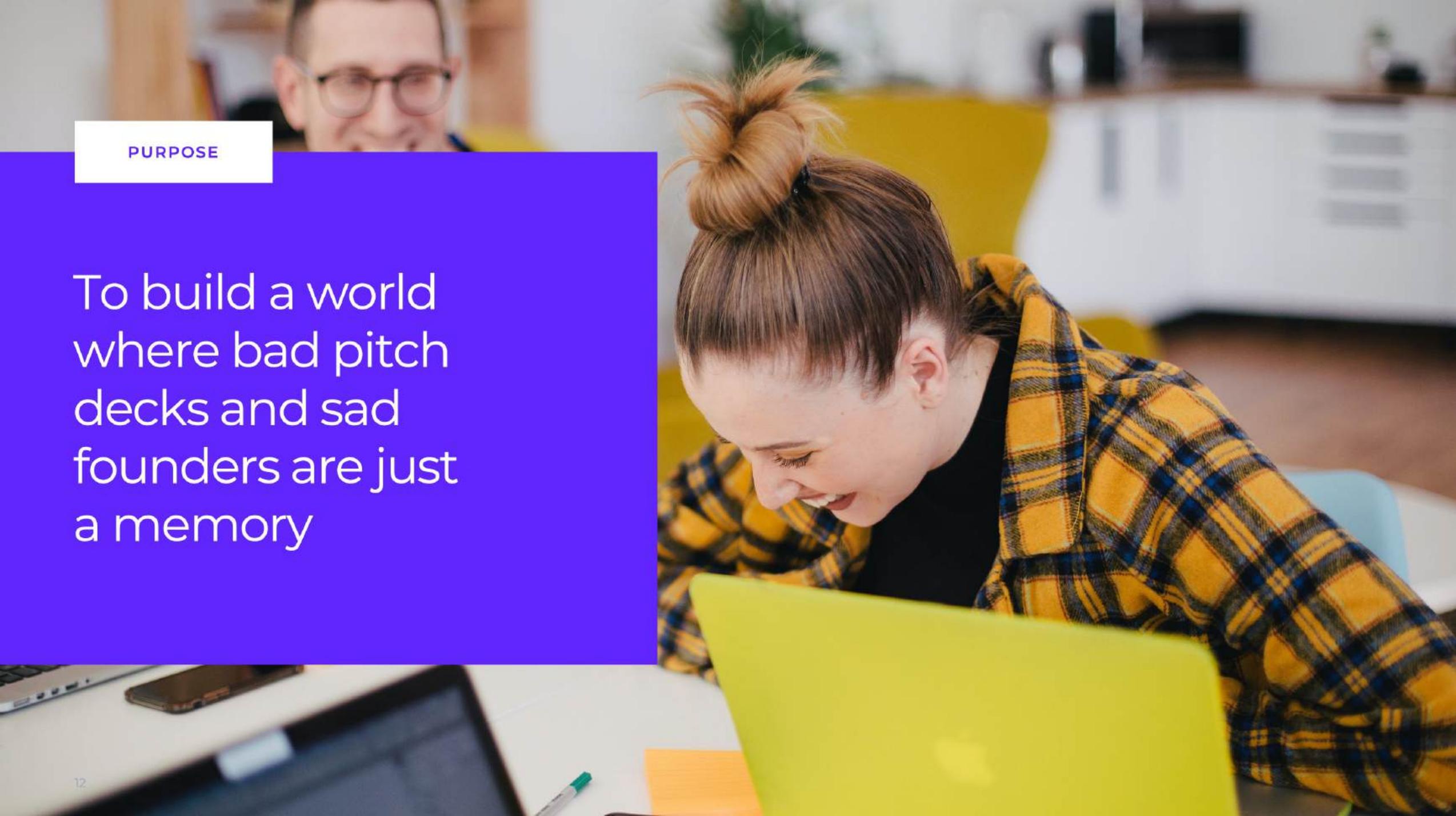
PURPOSE

To build a world where bad
pitch decks and sad founders
are just a memory



PURPOSE

To build a world where bad pitch decks
and sad founders are just a memory

A woman with her hair in a bun, wearing a yellow and blue plaid shirt, is leaning over a desk and looking at a laptop. In the background, a man with glasses is smiling. The office has a modern, bright atmosphere with yellow chairs and white desks.

PURPOSE

To build a world
where bad pitch
decks and sad
founders are just
a memory

Problem

What burning pain are you killing?

Founders waste valuable energy building bad pitch decks that investors hate.

74% of startups never get past the first meeting

Half of those are because of a weak pitch deck



PROBLEM

Building a winning pitch deck is hard



It's time-consuming

Startups waste 150+ hours on average



It's frustrating

34% of founders give up mid-process



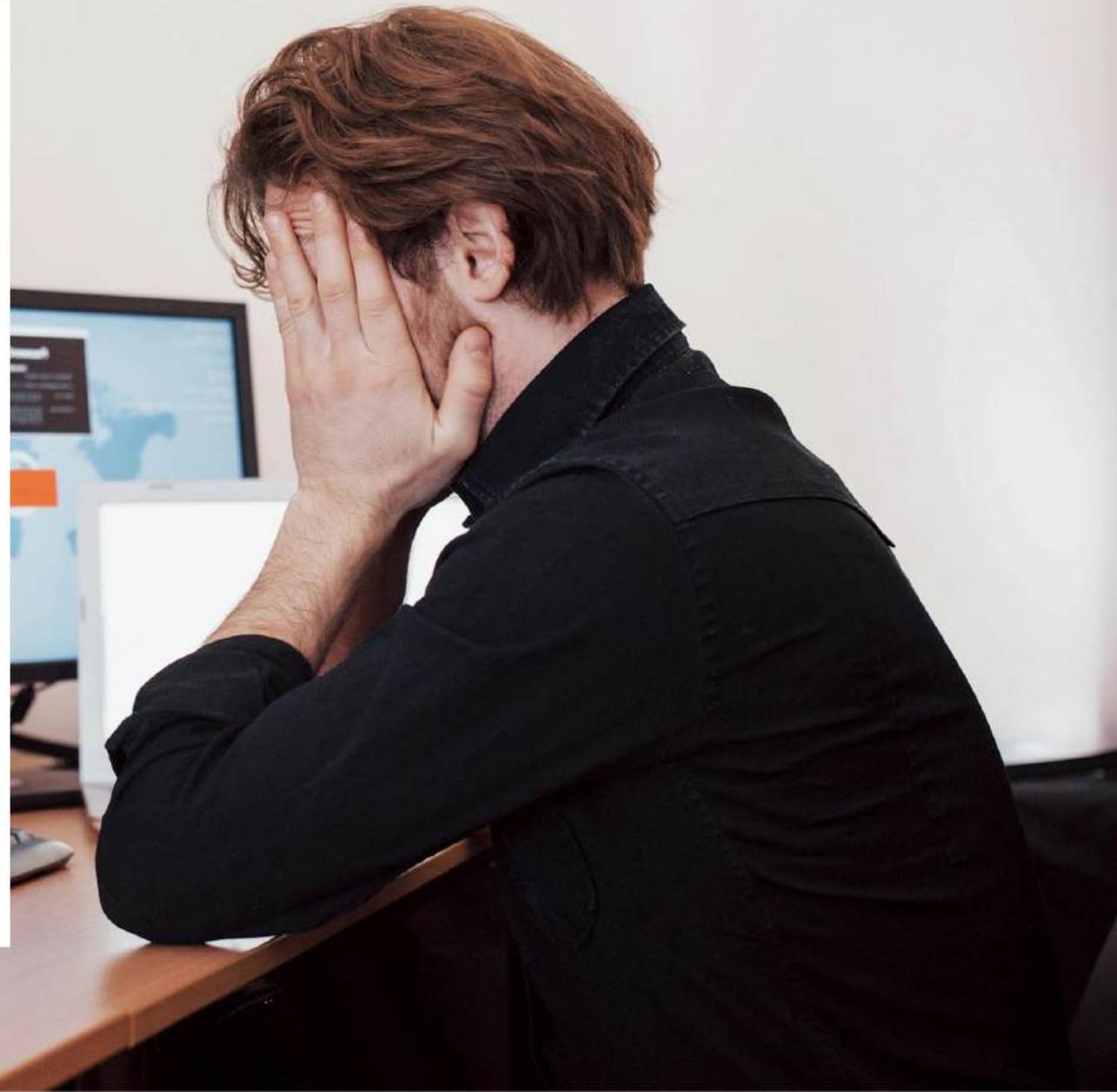
It's unforgiving

In the end, DIY decks suck and 87% are rejected by investors

PROBLEM

Founders miss out on opportunities because of bad pitch decks

In the US alone, 15,000+ meetings were canceled after the pitch deck was put on screen. 27% of investors admitted to having cried in the restroom after a painful pitch session once.



Building a winning pitch deck is hard



Limited storytelling skills

Founders struggle to create content and most can't craft a clear narrative



Limited design skills

Decks look unprofessional and confusing, and often don't display data properly

Building a winning pitch deck is hard



Limited storytelling skills

Founders struggle to create content and most can't craft a clear narrative



Limited design skills

Decks look unprofessional and confusing, and often don't display data properly



Limited time and energy

Startups waste 150+ hours preparing a pitch, falling behind on core activities

Building a winning pitch deck is hard



Storytelling skills

Founders struggle to craft a clear narrative



Design skills

Decks look jumbled and unprofessional



Time and energy

Startups waste 150+ hours preparing a pitch



Help is expensive

Hiring experts costs around \$800 in the US

Solution

Why are you special?

A smart template that helps startups get funded and founders keep their sanity

Great design and story

Simple and affordable



SOLUTION

A smart template that makes building a winning pitch easy



Time saver

Building with PitchSavior is up to 3x faster



User friendly

65% founders reported fewer headaches



Gets the job done

Pitch Decks follow a solid narrative and look consistent and professional throughout

SOLUTION

A smart template that makes building a winning pitch easy

PitchSavior is a presentation template that does the design heavy lifting and help founders tell a compelling story. It's simple, user-friendly and affordable, letting founders keep their sanity.



A smart pitch template that gets startups funded



Follow a solid narrative

It follows a proven structure that delivers a clear, powerful pitch



Build with first-class design

Everything is carefully designed so you get a beautiful presentation

A smart template that gets startups funded



Follow a solid narrative

It follows a proven structure that delivers a clear, powerful pitch



Build with first-class design

Everything is carefully designed so you get a beautiful presentation



Enjoy an easy and efficient tool

Building with PitchSavior is up to 3x faster and reduces headaches by 65%

A smart pitch template that gets startups funded



Solid narrative

A proven structure that delivers a powerful pitch



First-class design

You get a clear, beautiful and consistent deck



Easy and efficient

Building with us is up to 3x faster

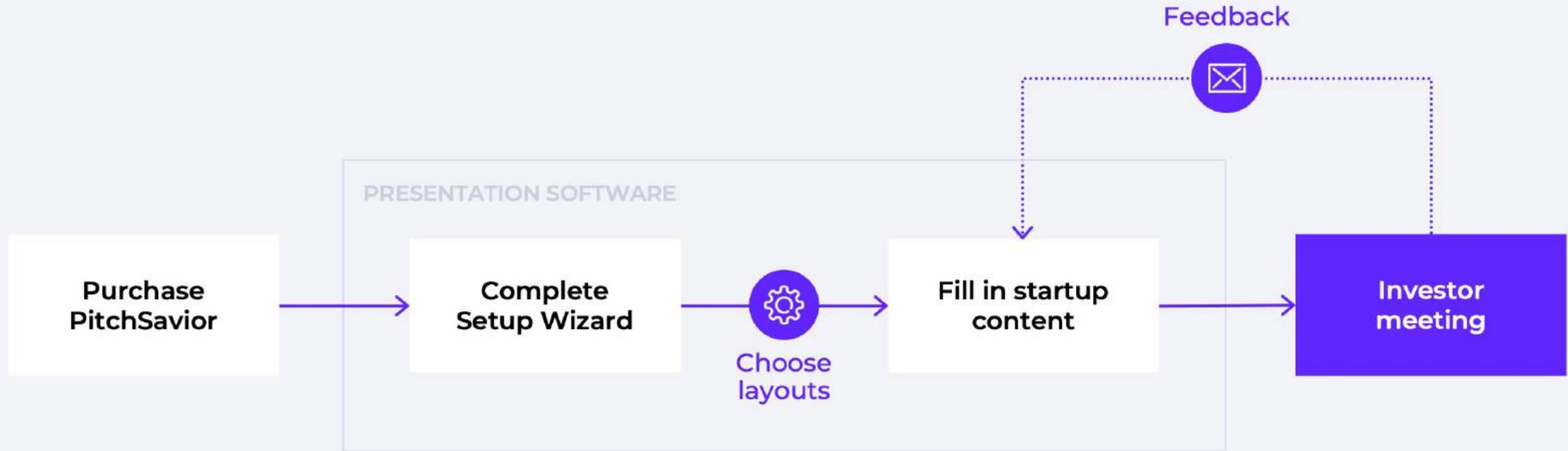


Affordable

95% cheaper than hiring an external designer

SOLUTION

A smart template that help startups get funded and founders keep their sanity



Product

What are you building?

Creating pitch decks on our app is 3x faster



Superb design

Takes the pain out of making beautiful and consistent presentations



Unique tutorial

We teach how to create slides, use each element, and customize the file



Easy customization



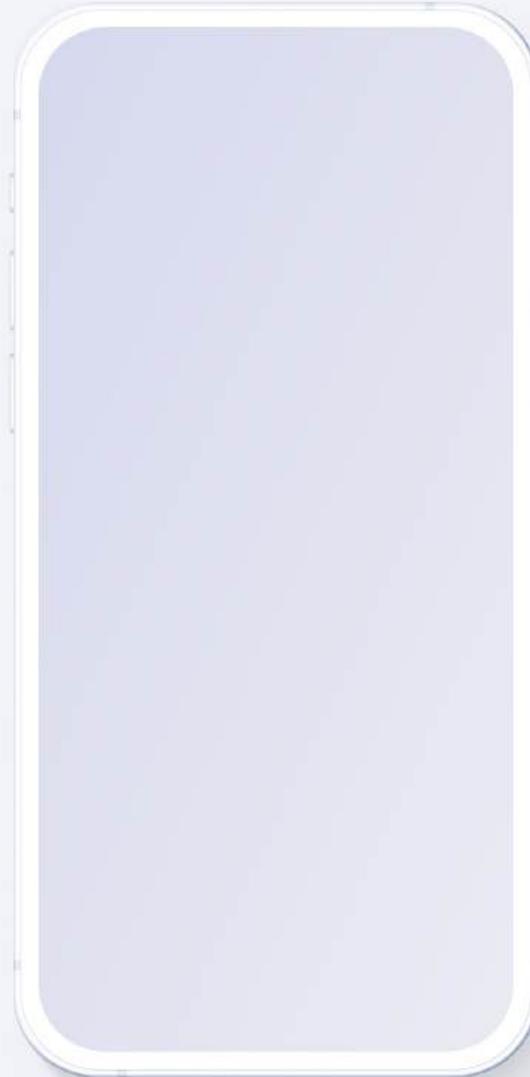
It's easy to change the main color and logos to match startup's brand

Reliable structure



PitchSavior follows a proven structure that delivers a powerful pitch

**Editable layouts
make it easy to
add content**



Superb design

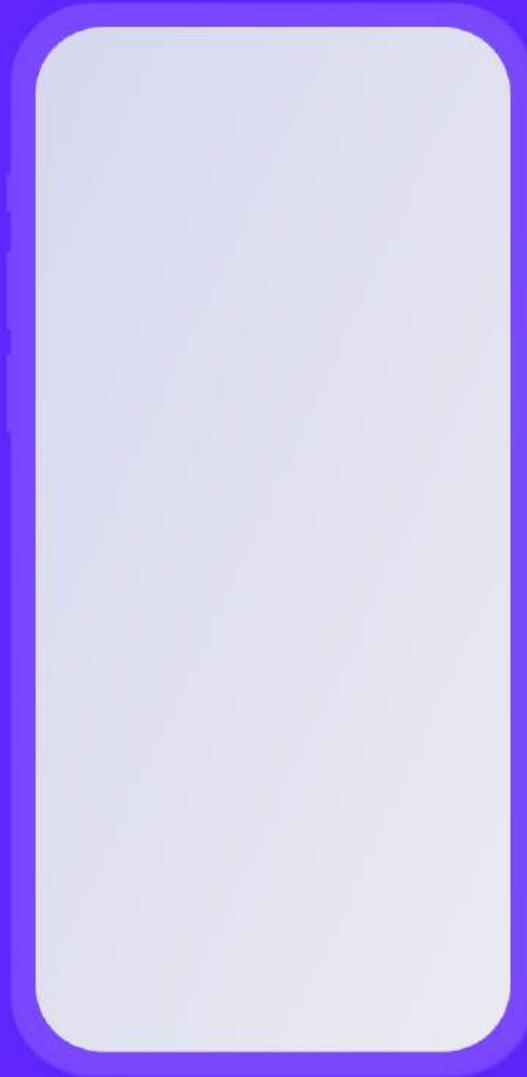
Easy to make beautiful presentation decks



Easy customization

Change the main color and logos to match

**Master-based
build allow quick
slide resetting**



Superb design

Easy to make beautiful presentation decks



Easy customization

Change the main color and logos to match

Creating pitch decks on our app is 3x faster



Superb design

Takes the pain out of making beautiful and consistent presentations



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We help founders keep their sanity



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Easy to make beautiful presentations



Easy customization

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Unique tutorial

We teach everyone how to use the template

We help founders keep their sanity



Superb design

Easy to make beautiful presentations



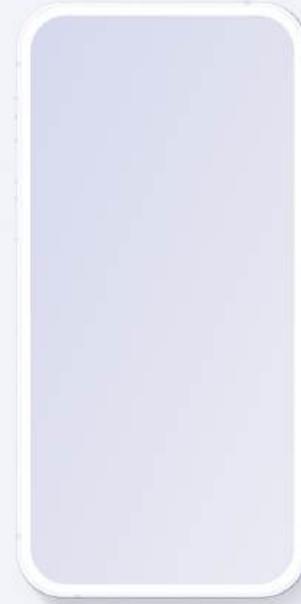
Easy customization

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We teach everyone how to use the template



Reliable structure

Proven structure that delivers a powerful pitch

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Superb design

Easy to make beautiful decks



Customization

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Solid structure

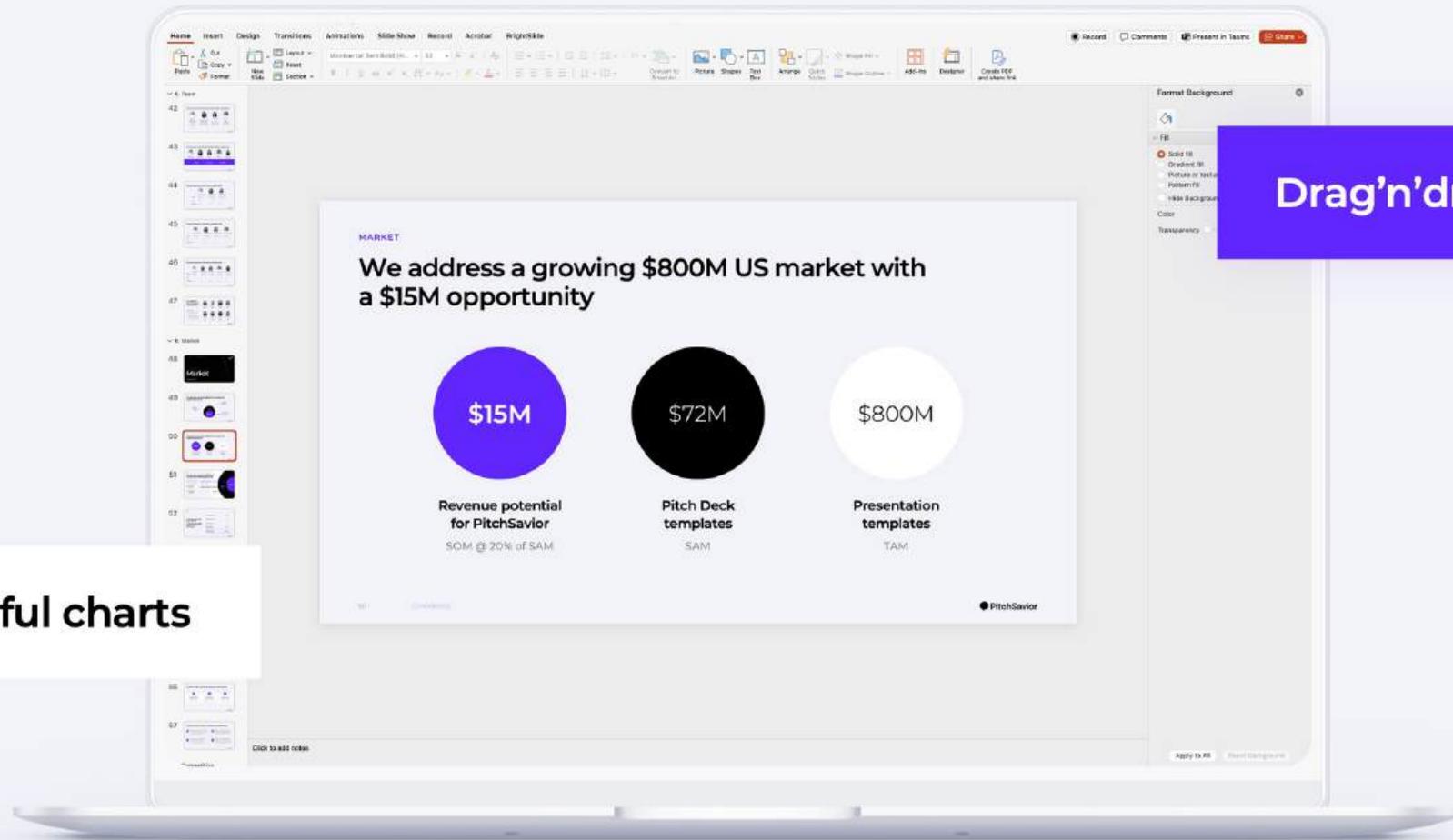
Helps deliver a powerful pitch



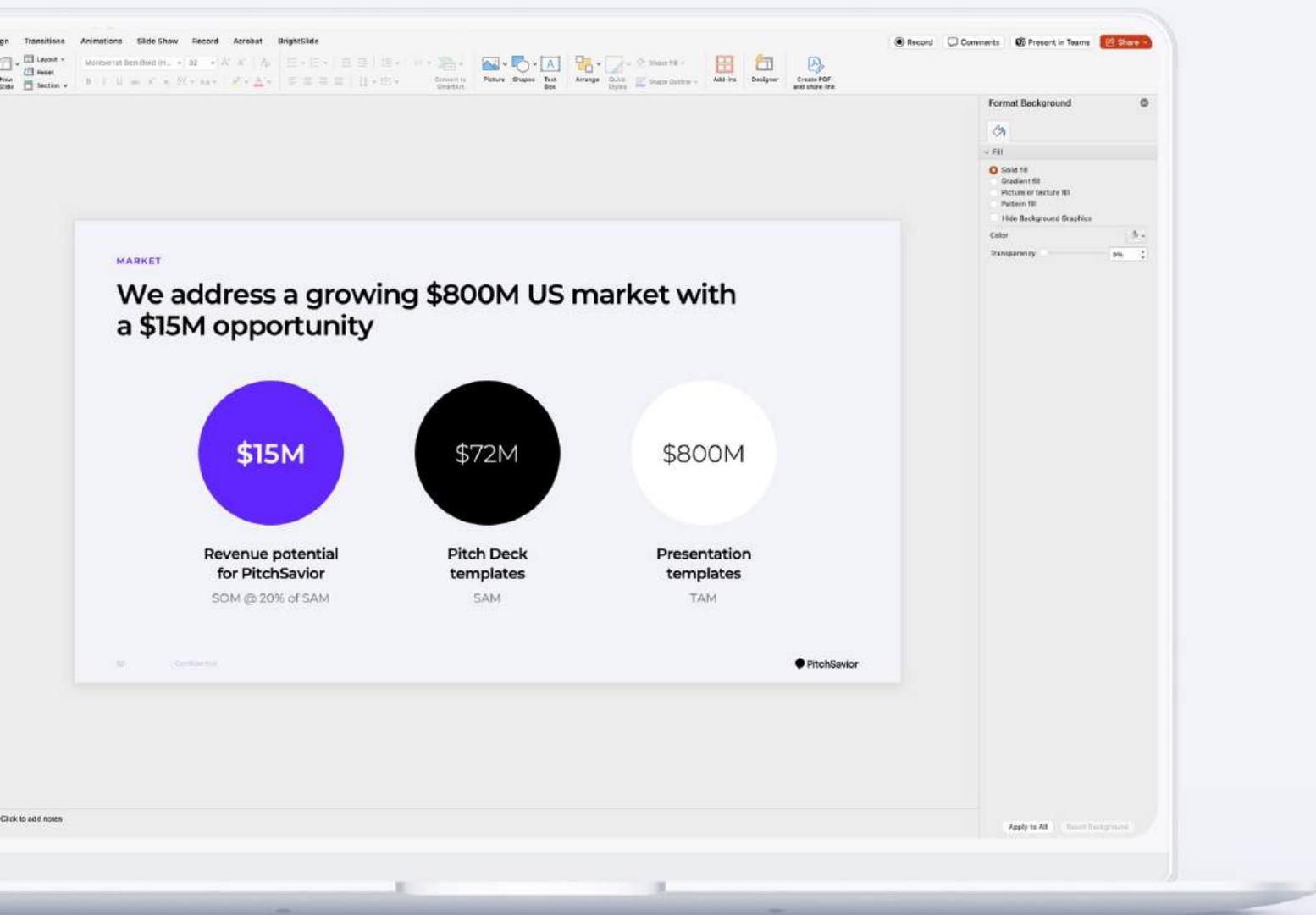
Navigation

Tidy and very easy to navigate

We've created the best pitch template ever



PRODUCT



We've created the best template ever



Lean package

Founders get only what they need



Superb design

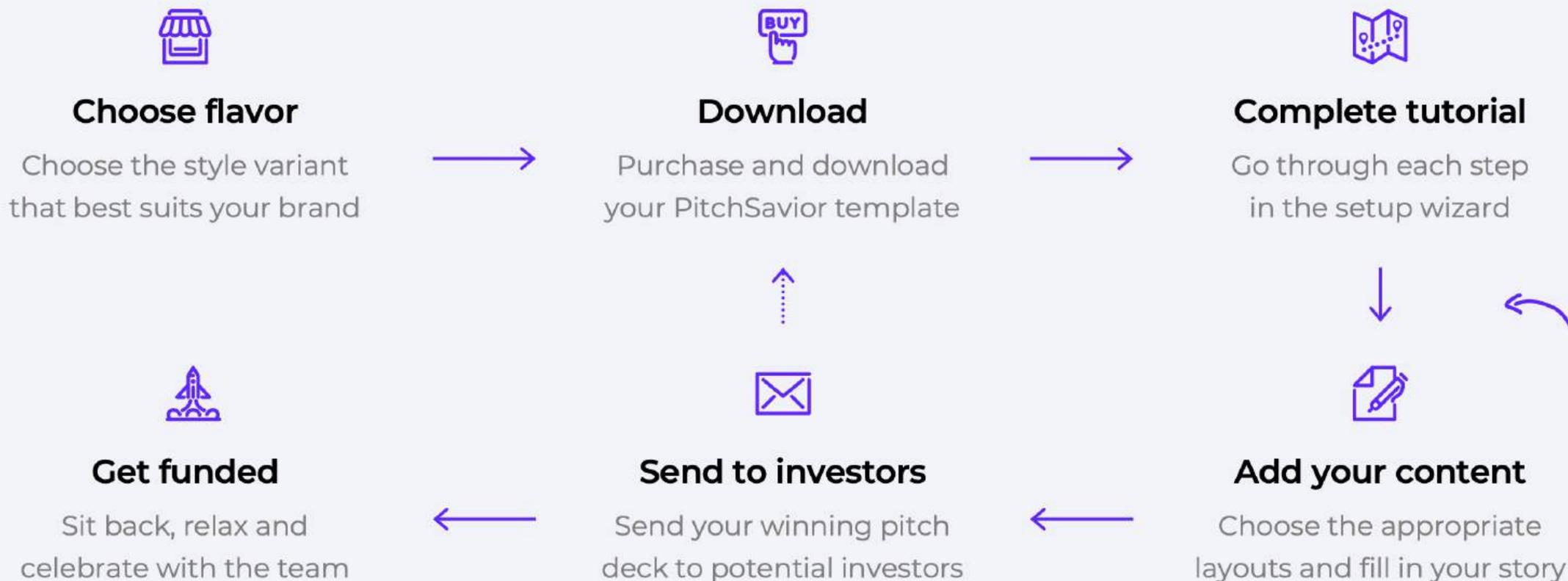
Easy to make beautiful presentations



Easy customization

Change the main color and logos

This is how PitchSavior works



Team

Why listen to you?

All-star team with 39 years of fundraising and design experience



Matt Garcia
CEO, Co-Founder

VP at Unicorny for 9 years
Business (MSc) at Cambridge
Three \$150M+ successful exits
in the past 7 years



Tyler Hills
Design, Co-Founder

12 years Senior Designer
at two top NYC agencies.
Product Design (MSc) at
London Imperial University

All-star team with 39 years of pitch deck experience



Matt Garcia

CEO, Co-Founder

VP at Unicorny for 15 years
Business (MSc) at Cambridge
Three \$150M+ successful exits
in the past 7 years

Logo Logo



Tyler Hills

Design, Co-Founder

10 years Senior Designer
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Product Design (MSc) at
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Logo Logo



Yasmin Yao

CTO

Head of Product at Bsmart
and Hyzn for 6 years
AI and Data Science (MSc)
at Yale University

Logo Logo

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not in the Ma
copy/paste fro
To add link, r
and then "*

All-star team with 39 years of pitch deck experience



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Logo Logo



Phillip Goetz
CMO

Head of Marketing at
GuideX for 13 years
Marketing (PhD)
at Yale University

Logo Logo

TEAM

All-star team with 39 years of pitch deck experience



Matt Garcia
CEO, Co-Founder



Tyler Hills
CMO, Co Founder



Yasmin Yao
CTO



Phillip Goetz
CMO



Julia Senna
Customer Support

15 years
working together

35 years
entrepreneurial experience

\$600M raised
for 5 startups

Logo

Logo

Logo

Logo

Logo

Experienced team had five successful exits



Matt Garcia, CEO

Education

Cambridge
Business, MSc

Career

Logo Logo

Decks made

27 decks



Tyler Hills, Design

London Imperial
Product Design, MS

Logo Logo

27 decks



Yasmin Yao, CTO

Yale University
Data Science, MSc

Logo Logo

4 decks

Experienced team had five successful exits



Matt Garcia, CEO



Tyler Hills, Design



Yasmin Yao, CTO



Phillip Goetz, CMO

Education

Cambridge
Business, MSc

London Imperial
Product Design, MS

Yale University
Data Science, MSc

Yale University
Marketing, PhD

Career

Logo Logo

Logo Logo

Logo Logo

Logo Logo

Decks made

27 decks

13 decks

4 decks

17 decks

TEAM

Experienced team had five successful exits



Matt Garcia, CEO



Tyler Hills, Design



Yasmin Yao, CTO



Phillip Goetz, CMO



Julia Senna, CS

Education

Cambridge
Business, MSc

London Imperial
Product Design, MS

Yale University
Data Science, MSc

Yale University
Marketing, PhD

Harvard School
Business Analytics

Career

Logo Logo

Logo Logo

Logo Logo

Logo Logo

Logo Logo

Decks made

27 decks

13 decks

4 decks

17 decks

9 decks

TEAM

Our advisors have 205 years of experience



Max Palmer
Advisor



Erin Wilson
Advisor



Luke Woods
Advisor



Mia Gill
Advisor



Fortune 100

All advisors have worked at Fortune 100 companies



Deep commitment

They swore lifetime allegiance to PitchSavior before joining



Ian Park
Advisor



Luis Herrera
Advisor



Elle Cantu
Advisor

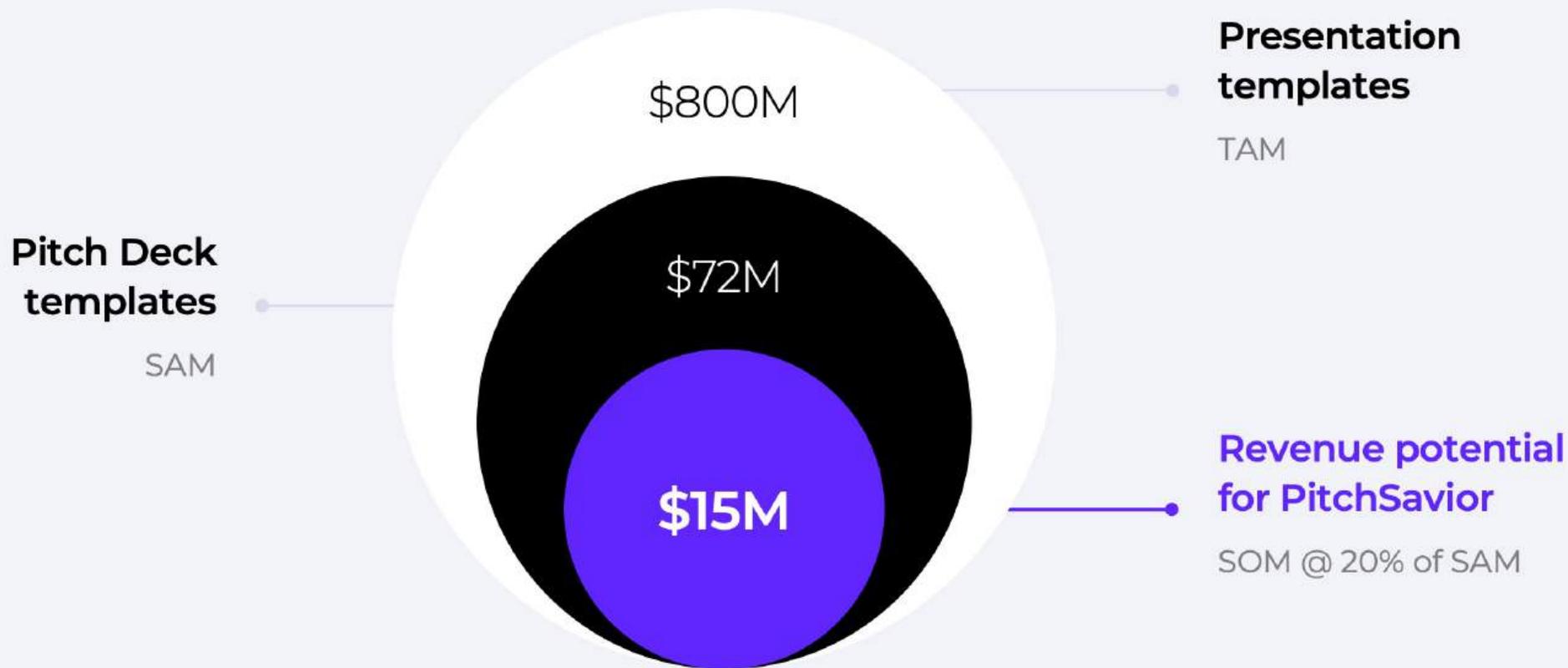


Jess Knowles
Advisor

Market

How big can this be?

We address a growing \$800M US market with a \$15M opportunity



We address a growing \$800M US market with a \$15M opportunity



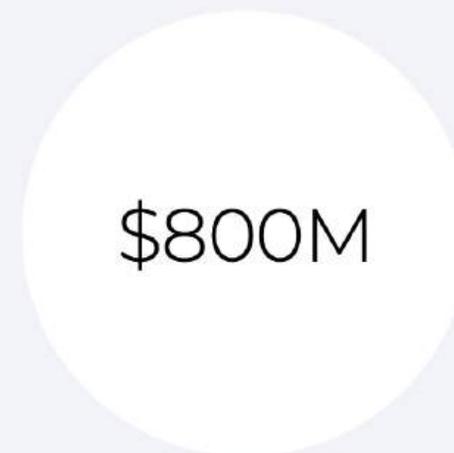
**Revenue potential
for PitchSavior**

SOM @ 20% of SAM



**Pitch Deck
templates**

SAM



**Presentation
templates**

TAM

We address a growing \$800M US market with a \$15M opportunity



Revenue potential

SOM @ 20% of SAM



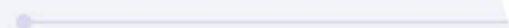
Pitch Deck templates

SAM



Presentation templates

TAM



\$800M

20% 5Y CAGR

\$72M

35% 5Y CAGR

\$15M

In 5 years, we will have 20% of market share with a total revenue of \$15M /year

New startups in the US	3M/year
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75% need a pitch deck	2.3M
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50% buy template	1.2M
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\$60 per template	\$72M
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PitchSavior Revenue @ 20% market share	\$15M/year
--------------------------------------------------	-------------------

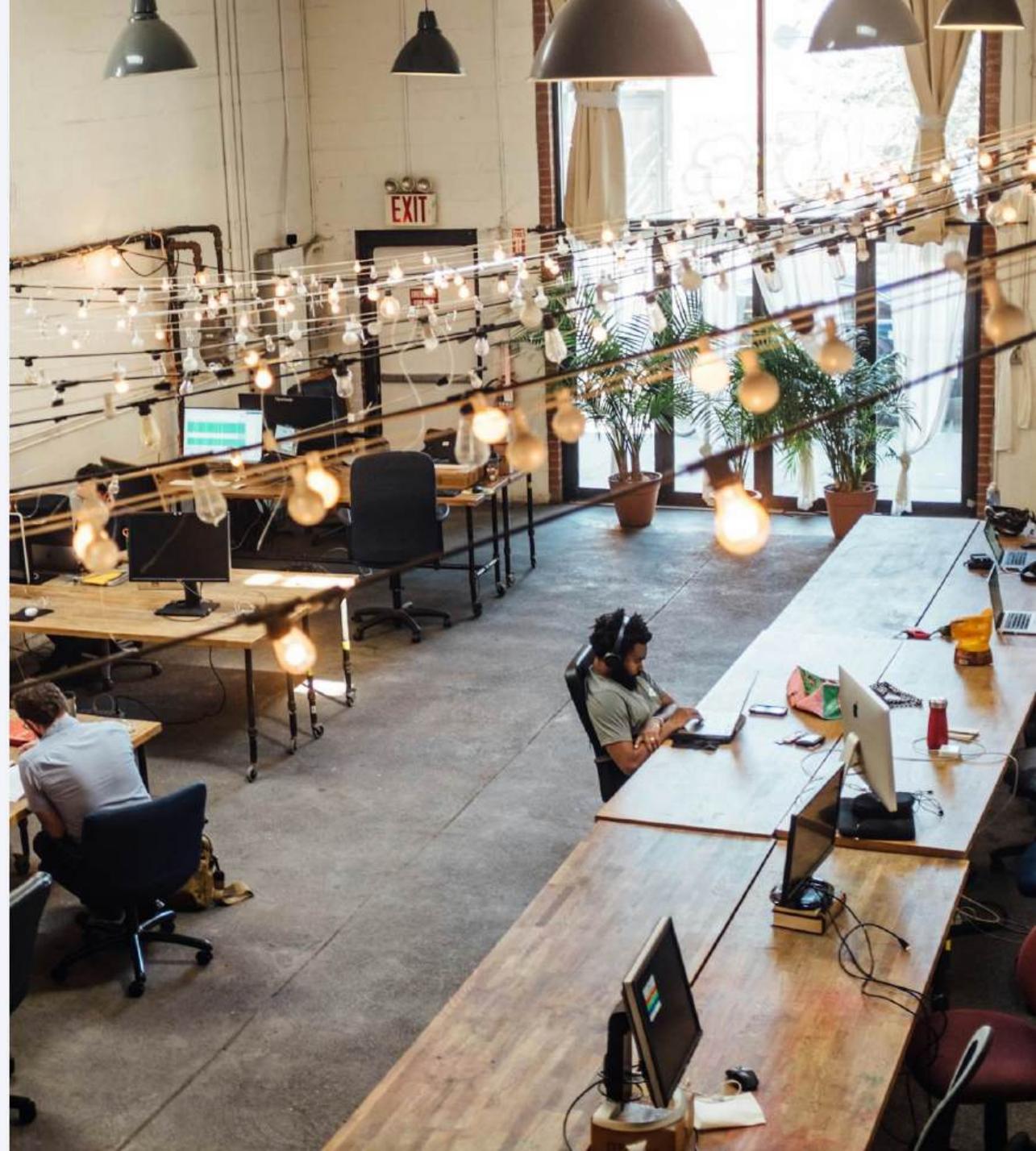
Why now

Why act now?

Last year, the number of new startups grew 238%

Birth rate is at an all-time high

- 3M startups are born every year in the US
- Accelerators and incubators are at full capacity
- 1/3 of kids dream of becoming an entrepreneur



WHY NOW

Last year, the number of new startups grew 238%

Birth rate is at an all-time high

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Current market trends are perfect for PitchSavior

1

Startup birth rate is at an all-time high

3M startups are born every year in the US alone

2

Pitch Decks were made mandatory

VCs lobbied for a new law that made pitch decks mandatory

3

Founders are a lot busier than last year

They won't finish the pitch in time and fear prosecution

Current market trends are perfect for PitchSavior

1

Startup birth rate is at an all-time high

- 3M startups are born every year in the US
- Accelerators are at full capacity
- 1/3 of kids dream of being an entrepreneur

2

Pitch Decks were made mandatory

- VCs in the US lobbied for a new law that made pitch decks mandatory for startups
- Founders won't be able to incorporate

3

Founders are busier than last year

- 10% are on the brink of exhaustion
- 75% are worried they won't finish the pitch deck in time and fear prosecution

4

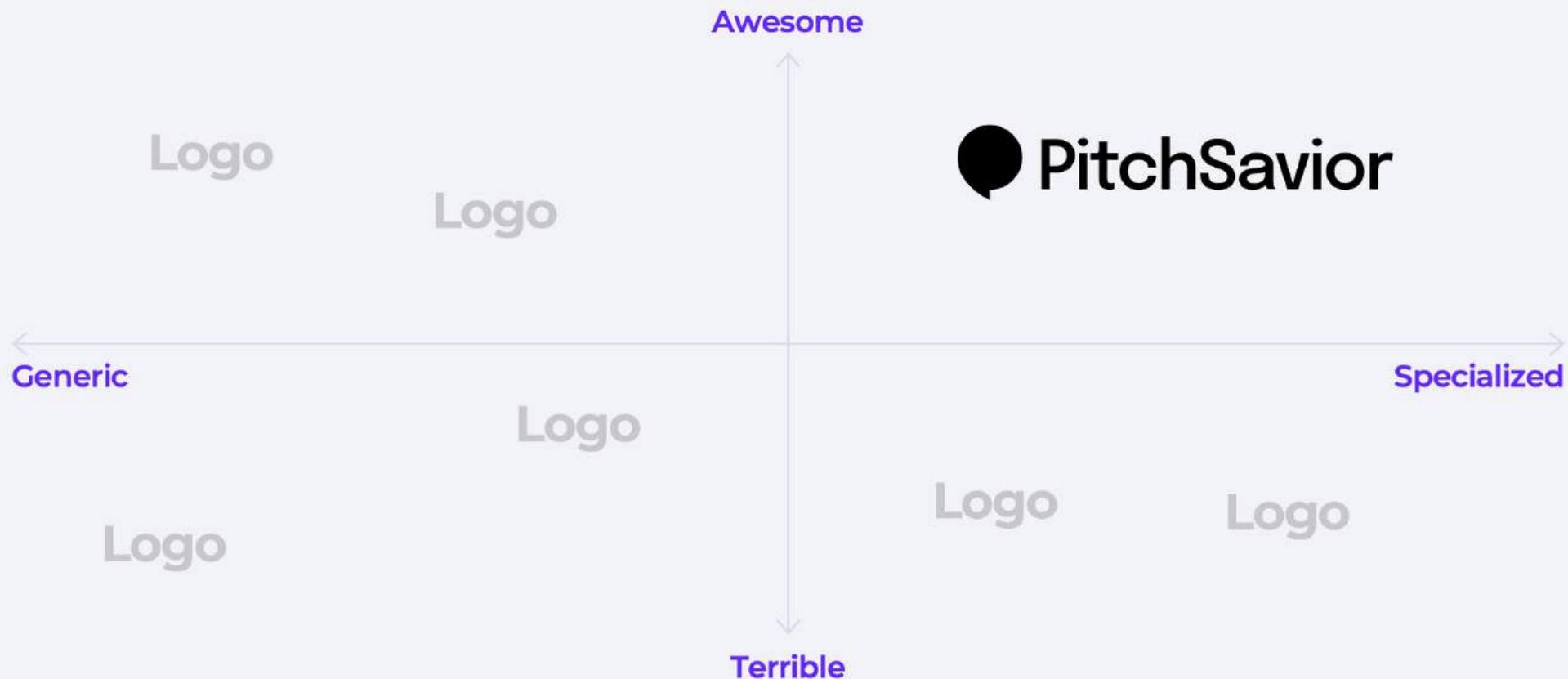
PowerPoint is now completely free

- Microsoft has announced it last month and saw the number of downloads skyrocket
- 8 out of 10 active PCs have PPT installed

Competition

How are you better?

PitchSavior is the only all-in-one pitch deck solution



PitchSavior is the only all-in-one pitch deck solution



- Key differentiators**
- Superb design
 - Great looks, content and ease-of-use
 - Unique business model with new online store
 - All-star team
 - 4 tech patents too secret to mention

COMPETITION

PitchSavior is the only all-in-one pitch deck solution



Unfair advantage

No one was able to combine design, narrative and ease of use like us



Dedicated store

We stand out from the rest for having a dedicated store



COMPETITION

PitchSavior is the only all-in-one pitch deck solution



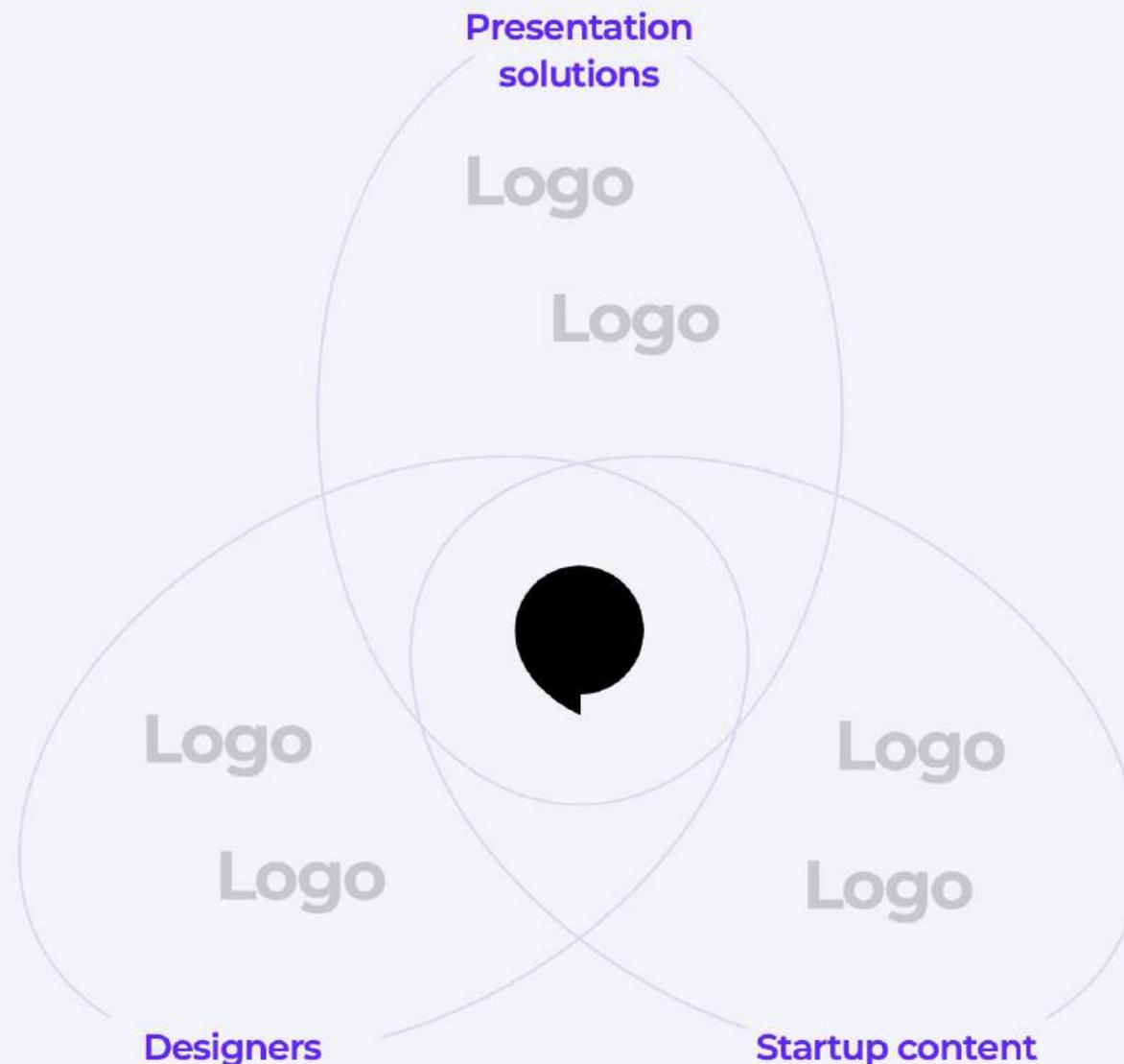
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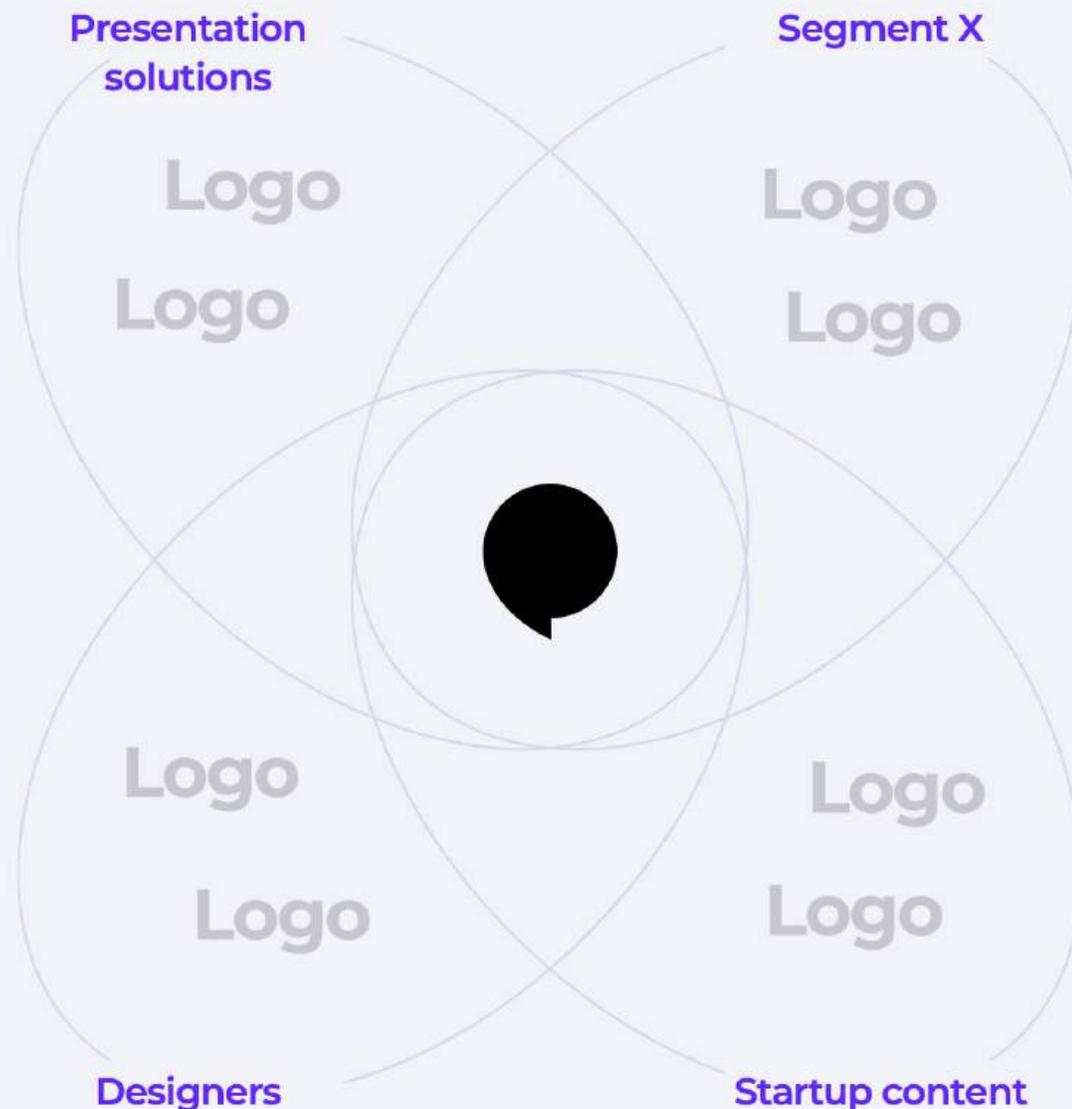
Unfair advantage

No one is able to combine design, narrative and ease of use like us



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We stand out from the rest for having a dedicated store



COMPETITION

PitchSavior's template is the best solution available

	PitchSavior	Design marketplaces	Gurus' downloads	Smart presentation software	Status quo: PPT defaults
Solid narrative	●	●	●	●	●
Great design	●	●	●	●	●
Easy to use	●	●	●	●	●
Built on masters	●	●	●	●	●
Customization	●	●	●	●	●
Content tips	●	●	●	●	●
Price point	\$49	Free - \$40	From \$49	Free - \$20/mo	Free

Revenue Model

How do you make money?

Simple pricing model of one- time payments

PITCHSAVIOR

\$49

License for 1 project
Signature layouts
Ongoing updates

PITCHSAVIOR PLUS

\$99

License for 3 projects
Signature layouts
Ongoing updates

Simple pricing model of one-time payments

PitchSavior

\$49

License for 1 project
Signature layouts
Ongoing updates

PitchSavior Plus

\$99

License for 3 projects
Signature layouts
Ongoing updates

PitchSavior Pro

\$299

Unlimited projects
Signature layouts
Ongoing updates
1:1 support

Simple pricing model of one-time payments

PitchSavior

\$49

License for 1 project
Signature layouts
Ongoing updates

PitchSavior Plus

\$99

License for 3 projects
Signature layouts
Ongoing updates

PitchSavior Pro

\$299

Unlimited projects
Signature layouts
Ongoing updates
1:1 support

Custom Design

\$10K

Custom Pitch Deck
Up to 15 slides
Fully branded
Content review
Unlimited revisions

Key revenue channels for the first 3 years



Pitch Deck templates

Flagship PitchSavior product sold for \$49 and \$99 with 1 or 3 licenses, respectively



Business plan templates

Cross-sell opportunity to sell business plan templates along with the pitch decks



Custom design work

Founders can hire PitchSavior for a custom pitch deck design starting at \$10,000

Key revenue channels for the first 3 years



Pitch Deck template

Flagship PitchSavior product sold for \$49 and \$99 with 1 or 3 licenses, respectively



Custom design work

Founders can hire us for a custom pitch deck design starting at \$10,000

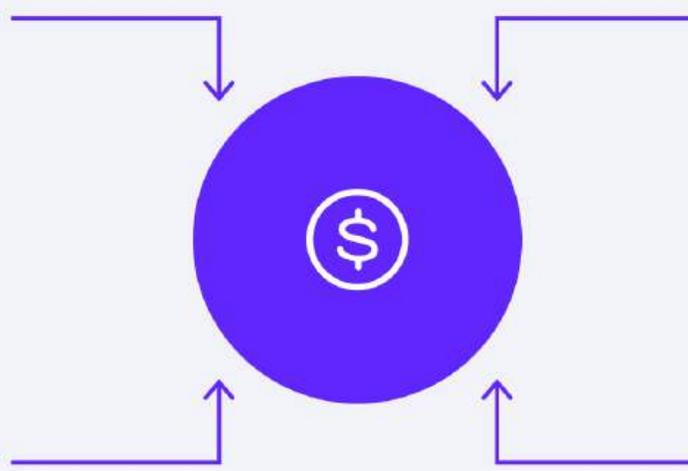
Business plan template

Cross-sell opportunity to sell business plan templates along with the pitch decks



Commissions

Designers pay a 10% fee to use PitchSavior to create pitches for their own clients



Tip: arrows are not in the Master. Copy/paste from here.

3-year revenue channel expansion



Pitch Decks

Flagship PitchSavior product sold for \$49



Business plans

Cross-sell opportunity to sell business plans



Custom design

Custom pitch decks design start at \$2000



Commissions

Designers pay a 10% fee to use PitchSavior



Sponsorships

Incubators and accelerators can sponsor



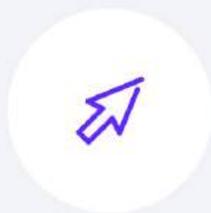
Ad revenue

We'll monetize our blog traffic once we reach 1M

Go-to-market

How do you acquire customers?

We're targeting early-stage founders first, then we'll move to startups raising Series A



Ads on Facebook and LinkedIn

We'll target profiles that are active in idea-stage communities



Hackathons sponsorship

We're talking to the 3 biggest hackathons in the US and Europe



Partnership with accelerators

A standard deal that positions PitchSavior as a valued perk

We're targeting early-stage founders who are active in online communities



PAID CHANNELS

- Facebook ads
- Hackathon sponsorships
- Affiliates



Early-stage founders

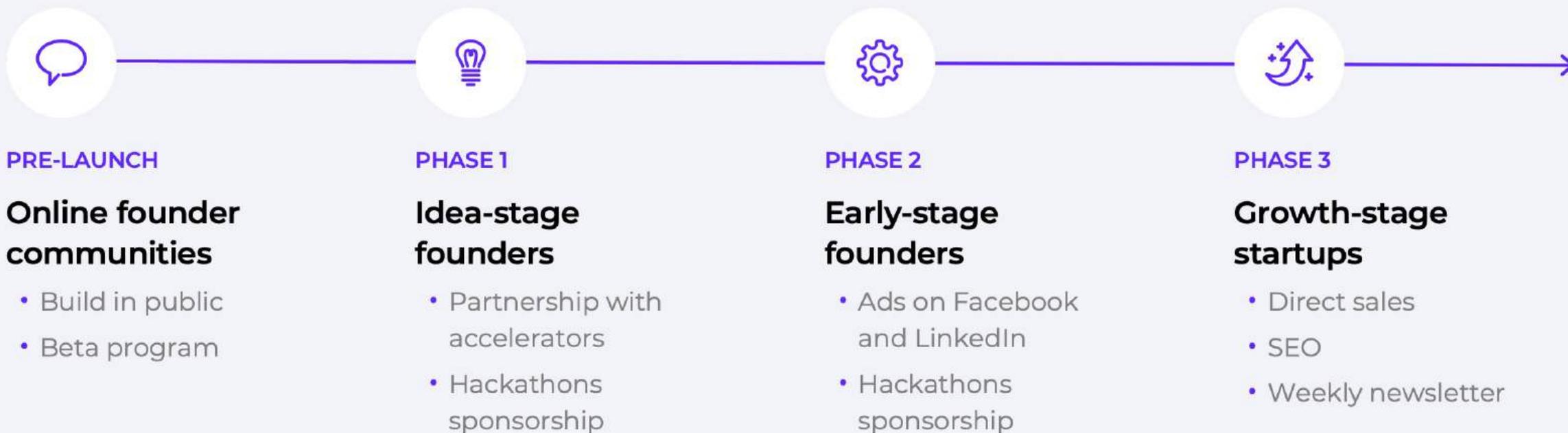
20-30, US-based



FREE CHANNELS

- Accelerator partnerships
- Blog and weekly newsletter

We're building our beta in public, targeting idea-stage founders before we expand to higher funding rounds



Traction

What have you achieved so far?

**LTV/CAC ratio
is over 29.7x
indicating
healthy growth
potential**

32k

Sales

\$1.5M

Revenue

\$87k

Burn

\$3.9B

Raised

28%

MoM

\$12

CAC

\$357

LTV

12 ppl

On team

TRACTION

We've grown 783% since launch and reached \$1.5M

32K

Pitch Deck sales

This year we sold 87% more than our launch projections

2.8K

Custom designs

Custom work demand is rising steadily at 15%/month

4.9

Customer rating

Customers absolutely love using PitchSavior

We've acquired key clients and partnerships

Clients

Logo Logo

Logo Logo

Logo Logo

Partners

Logo Logo

Logo Logo

Logo Logo

Previous Investors

Logo Logo

Logo Logo

Logo Logo

We're already making the magic happen

CLIENTS

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo

MILESTONES

\$300K lease signed

Partnership with Google

\$1.5M total revenue

The press says we're the next big thing for pitch decks

FASTCOMPANY

“How PitchSavior is redefining the way startups build their investment decks”

[Read article](#)

Entrepreneur

“87% of founders are using this tool to raise capital in 2049. Here you'll learn why.”

[Read article](#)

 **Product Hunt**

“Hugh Bowman, a 34 year-old founder thanks PitchSavior for saving his life. Twice.”

[Read article](#)

Happy customers raised over \$3B with PitchSavior



I can't believe I've never used PitchSavior before! It saved me so much time and money building my pitch deck, and the end result is just amazing. My headaches are also mysteriously gone...



Peter Douglas

Founder, Xoopers



We've been building our pitches with PitchSavior for a year now, and investors love it. We got 4x more meetings after sending these out, and last week we raised \$4M for our Series A round!



Maria Lopez

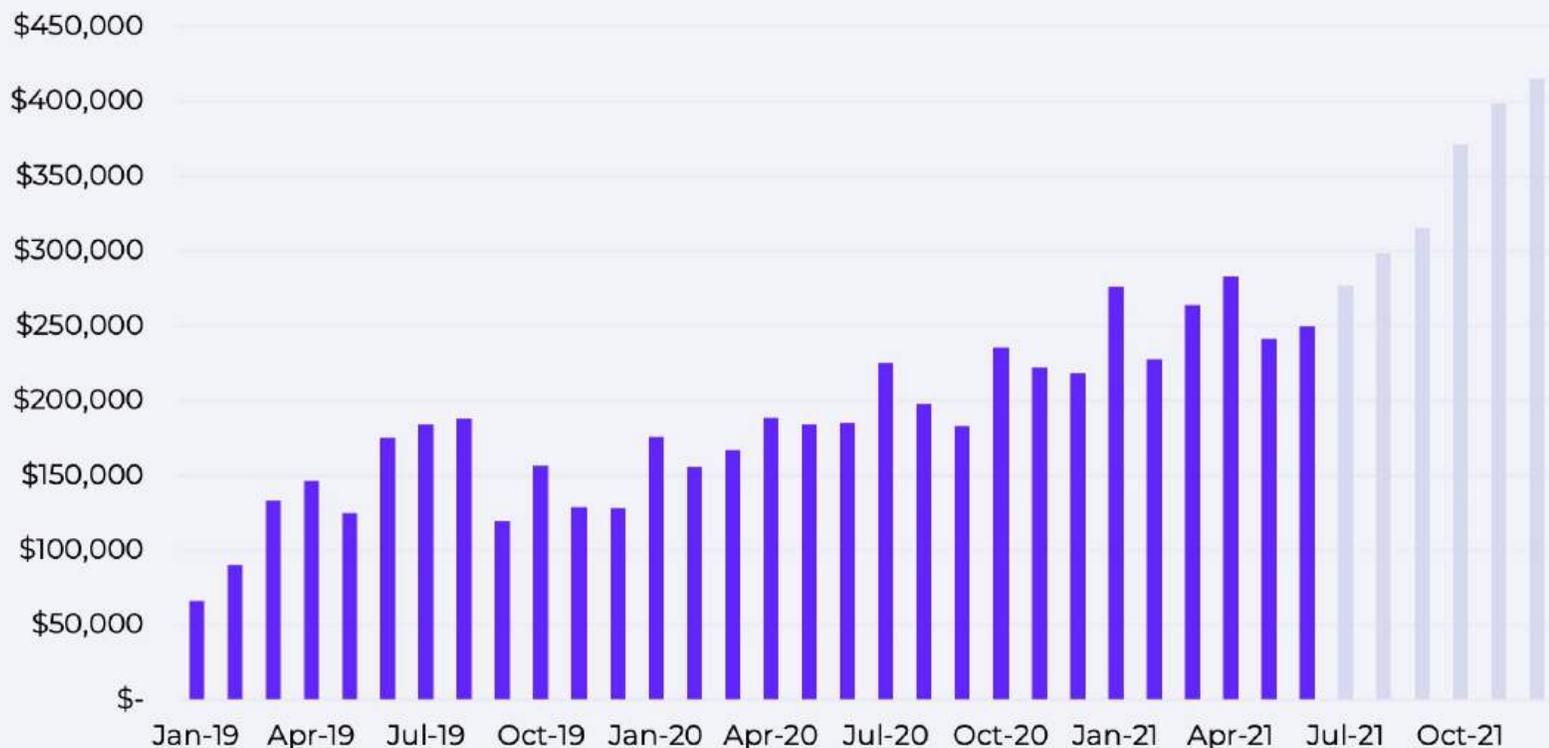
CEO, MyPockt

Projections

How much will you grow?

PROJECTIONS

We've grown 783% since launch and reached \$1.5M



32k Sales	783% Growth
\$12 CAC	\$357 LTV
539K Unique visitors	12 ppl On team

PROJECTIONS

We've grown 783% since launch and reached \$1.5M



\$1.5M
Revenue

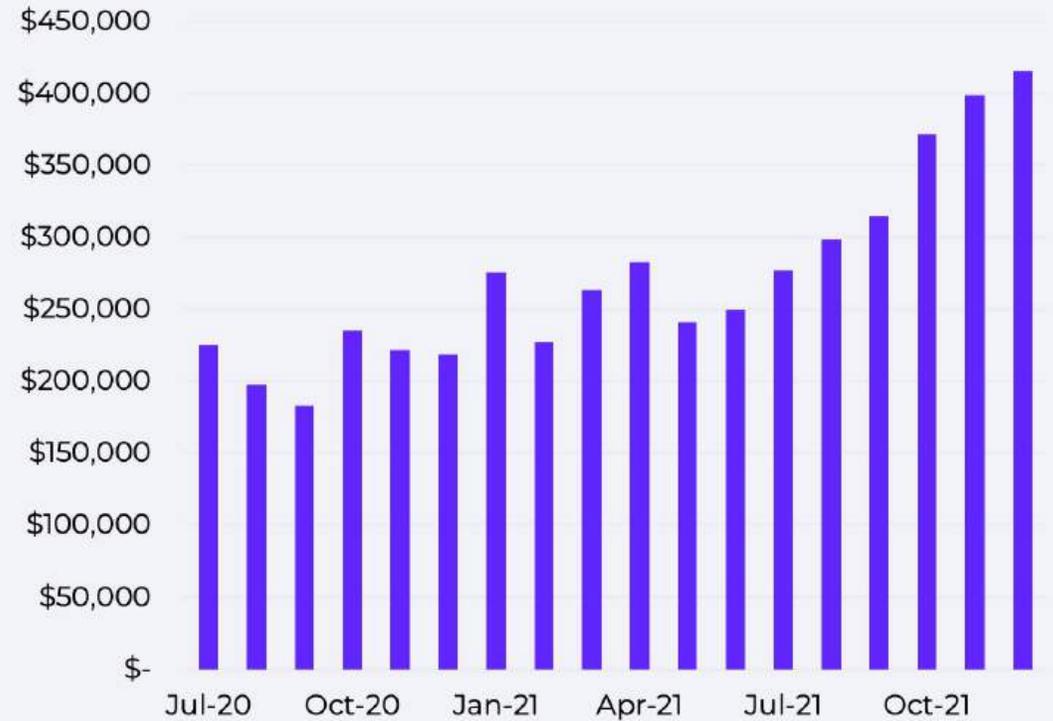
28%
MoM growth

We've grown 783% since launch and reached \$1.5M

Pitch Deck sales



Custom design work



Roadmap

Where are you going?

Our roadmap to 120k sales and \$8M revenue

Tip: lines are not in the Master. Copy/paste from here.



Q1 2049

Launch beta

- Further validate product-market fit
- Hire senior designer
- Acquire partnerships with HappyFounder and GoLabs

Q2 2049

Secure funding

- Hire 3 designers and expand support team
- Move in to new office in New York City
- Build new sales funnel

Q3 2049

PitchSavior 2.0

- New website
- Three more styles
- Two new sections
- Business plans and secondary revenue channels
- Setup cross-sell offers

Q4 2049

Reach 90K sales

- Increase monthly traffic to 750K unique visitors
- Expand icon library
- Expand design and marketing team

Our roadmap to 120k sales and \$8M revenue

Q1 2049

Launch beta

- Further validate product-market fit
- Hire senior designer
- Be partners with HappyFounder and GoLabs

Q2 2049

Secure funding

- Hire 3 designers and expand support team
- Move to new office in New York
- Build new sales funnel

Q3 2049

PitchSavior 2.0

- New website
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- Business plans and secondary revenue channels
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Q4 2049

Reach 90K sales

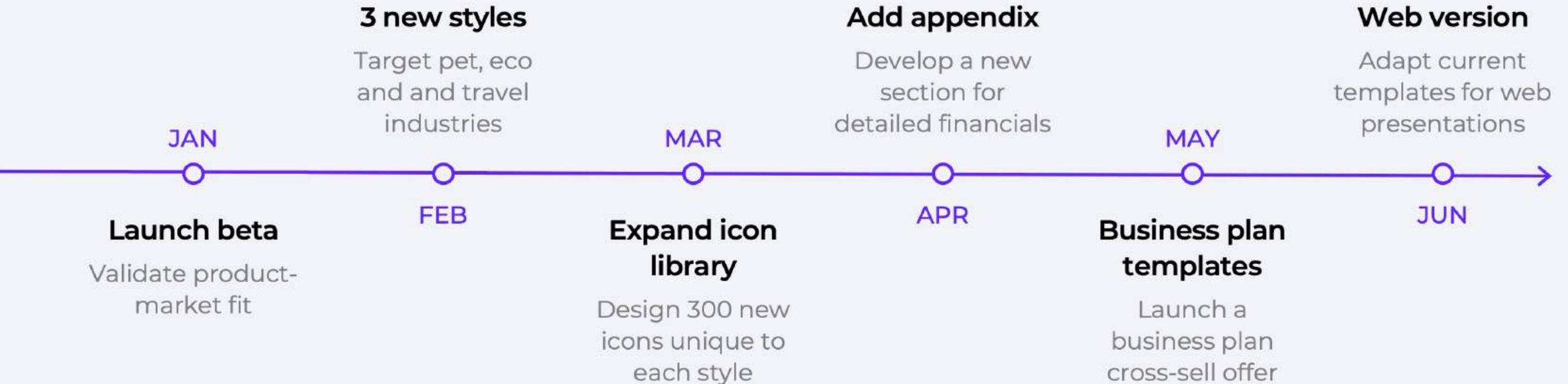
- Increase monthly traffic to 750K unique visitors
- Expand icon library
- Expand design and marketing team

Q1 2050

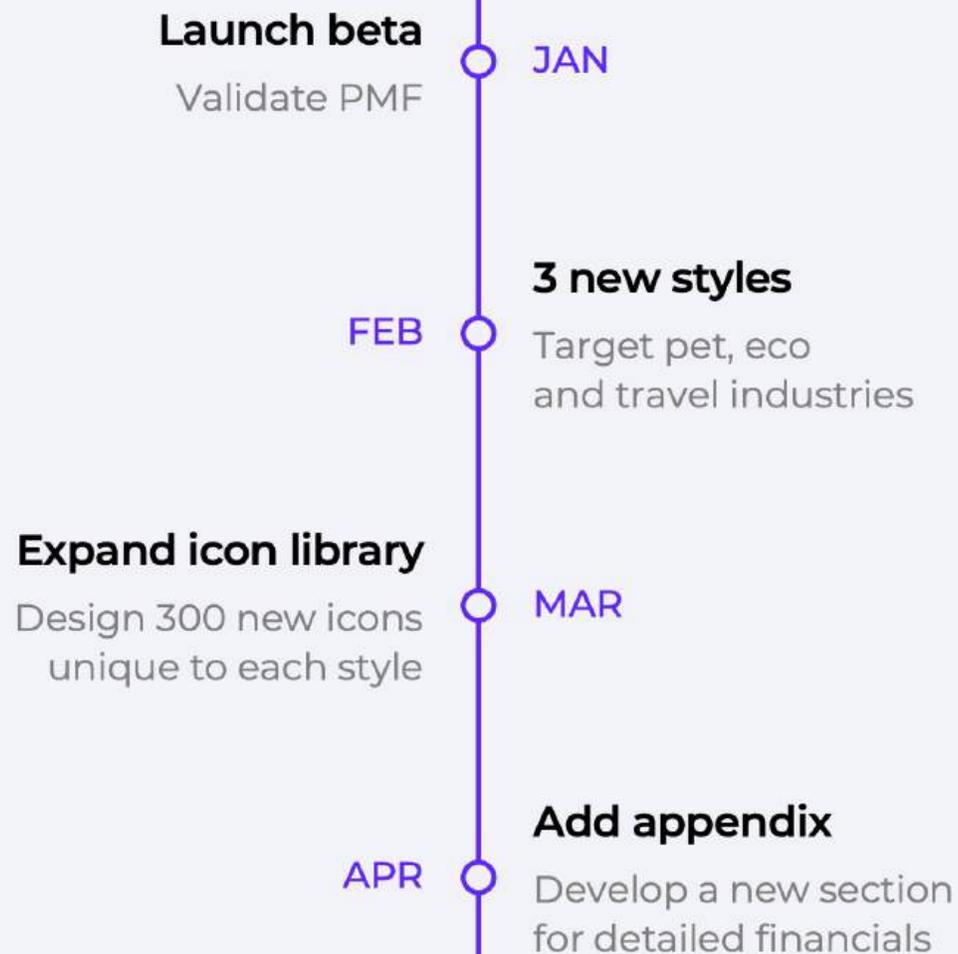
PitchSavior 3.0

- \$8M total revenue
- 120K downloads
- Grow 3x custom design work
- Launch affiliate marketing program

What's next for PitchSavior's product lineup



What's next for PitchSavior's product lineup



What's next for PitchSavior's product lineup

Business plan templates

Launch a business plan cross-sell offer

MAY

Presentation version

Adapt current templates for live presentations

JUN

Google Slides and Prezi

Expand file formats offered to include all major presentation tools

JUL

120K downloads

Hit the major milestone of 120K downloads and \$8M total revenue

AUG

The Ask

What do you need?

THE ASK

We're looking for an investor to lead our series A round



Team – \$7M

Team wages + key hires



Product – \$3M

Launch beta and improve



Marketing – \$5M

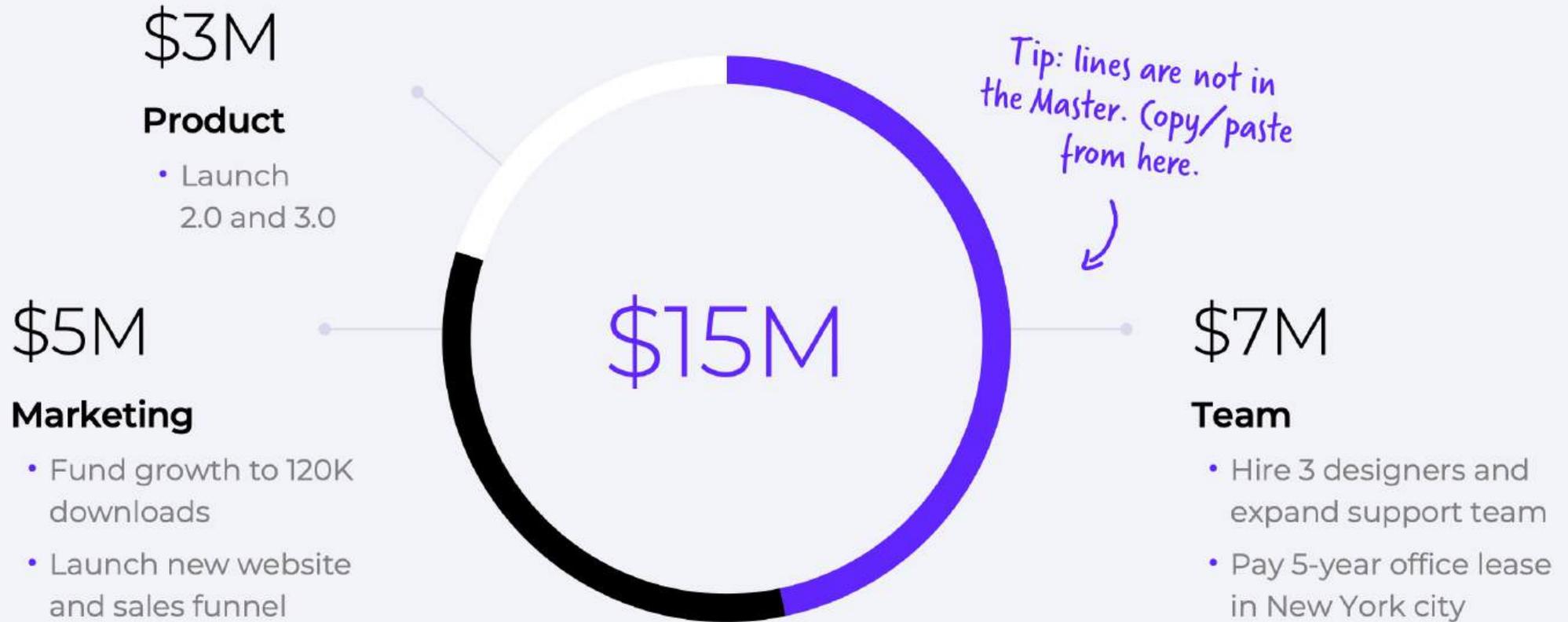
Customer acquisition

WE'RE RAISING

\$15M

BY JUNE 2049

We're asking \$15M to take PitchSavior to the next level



We're looking for an investor to lead our series A round

Team

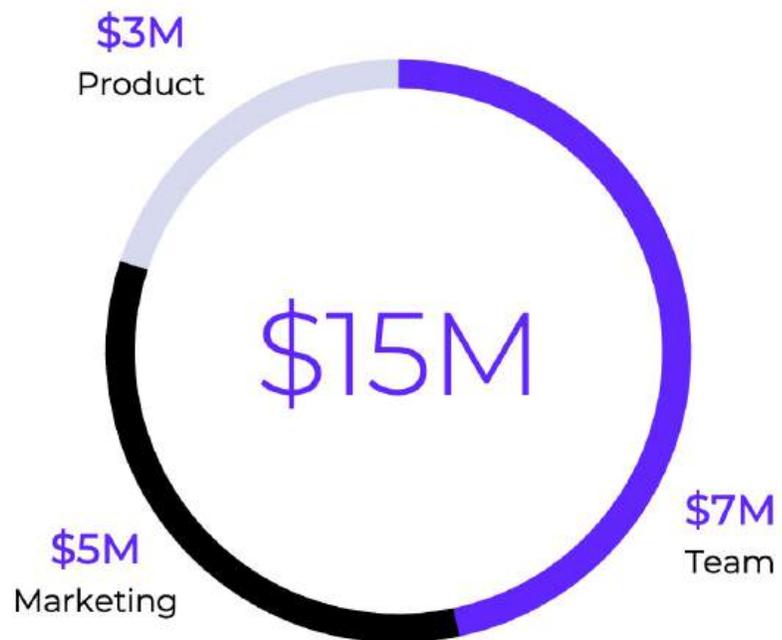
- Hire 3 designers and expand support team
- Pay 5-year office lease in NYC

Product

- Launch PitchSavior 2.0 and 3.0 updates
- Develop business plans and cross-sell offers

Marketing

- Fund forecasted 35% MoM growth



We're looking for an investor to lead our series A round

SECURITY TYPE

Preferred shares

EQUITY OFFERED

33%

PREVIOUSLY RAISED

\$5M Seed

VALUATION

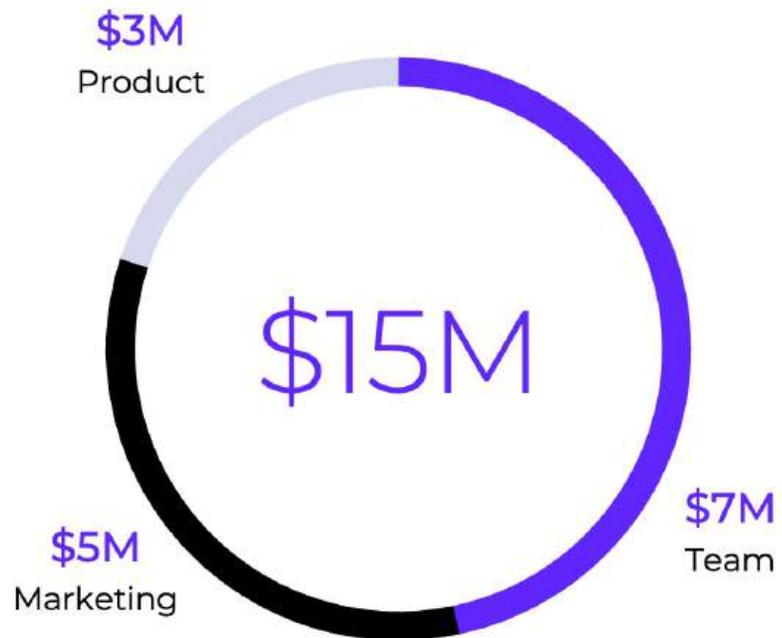
\$45M

RUNWAY

2.5 years

BURN

\$500K/Mo



We're looking for an investor to lead our series A round

We're raising \$15M

Team – \$7M

- Hire 3 designers and expand support team
- Pay 5-year office lease in New York City
- Team wages

Product – \$3M

- Launch PitchSavior 2.0 and 3.0 updates
- Develop business plans and secondary revenue channels

Marketing – \$5M

- Fund forecasted 35% MoM growth to 120K downloads
- Customer acquisition and new sales funnel
- Launch new website

Vision

Where will you be in 10 years?

In five years, we will have saved half of the world's pitches raising over \$300B.

A photograph of two men in an office. The man in the center, with a beard and wearing a dark blue polo shirt, is gesturing with his right hand while speaking. He is looking towards the man on the right, who is seen from the back, wearing a white t-shirt. They are sitting at a desk with a laptop. In the background, there are bookshelves and a window with bright light. A purple rectangular box with the word 'VISION' is overlaid on the top left of the image.

VISION

In five years, we will have saved half of the world's pitches raising over \$300B.

VISION

In five years, we will have saved half of the world's pitches raising over \$300B.



Closing

Summary and contact layouts

Here's a quick recap of why we're amazing



The ultimate pitch template

- Up to 3x faster
- User-friendly
- Great design
- Gets the job done



Huge market opportunity

- In 5 years, we will have 20% of market share with a total revenue of \$15M /year



Successful product launch

- We've grown 783% since launch and reached \$1.5M
- Happy customers raised over \$3B



Raising \$15M by June 2049

- Fund and launch PitchSavior 2.0 and 3.0 to reach 120k downloads

Join the pitch revolution

John Doe
john@unicorn.com



Join the pitch revolution

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john@unicorn.com

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@johndoe

123 456 7890

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@johndoe

123 456 7890

Extra layouts

Helpful slides that might come in handy

SECTION

Title + Subtitle



We've been building our pitches with PitchSavior for a year now, and investors love it. We got 4x more meetings and last week we raised \$4M for our Series A round!

Jane Hellab
Founder of FlyJob

Short but impactful
statement goes here

54K

Big number label

54+K

Big number label

54K

Big number label

20h

Big number label



Design library

This section was put together to help you navigate through this template and to create a consistent deck. As you go on building your own slides, feel free to jump back here to check formatting rules and to grab approved assets.

TEMPLATE STANDARDS

Typography Standards

To ensure consistency across slides and decks, make sure to follow the typography standards described here.

Slide Titles | Montserrat Semibold, 32pt, Black

Level 1 Text | Montserrat Semibold, 17pt, Black

Level 2 text | Montserrat, 14pt, Black

- Level 3 text | Montserrat, 14pt, Black
 - Level 4 text | Montserrat, 12pt, Black

TEMPLATE STANDARDS

Default Elements

This is how new basic elements such as shapes, text boxes and lines will look like when inserted.

Default Shape



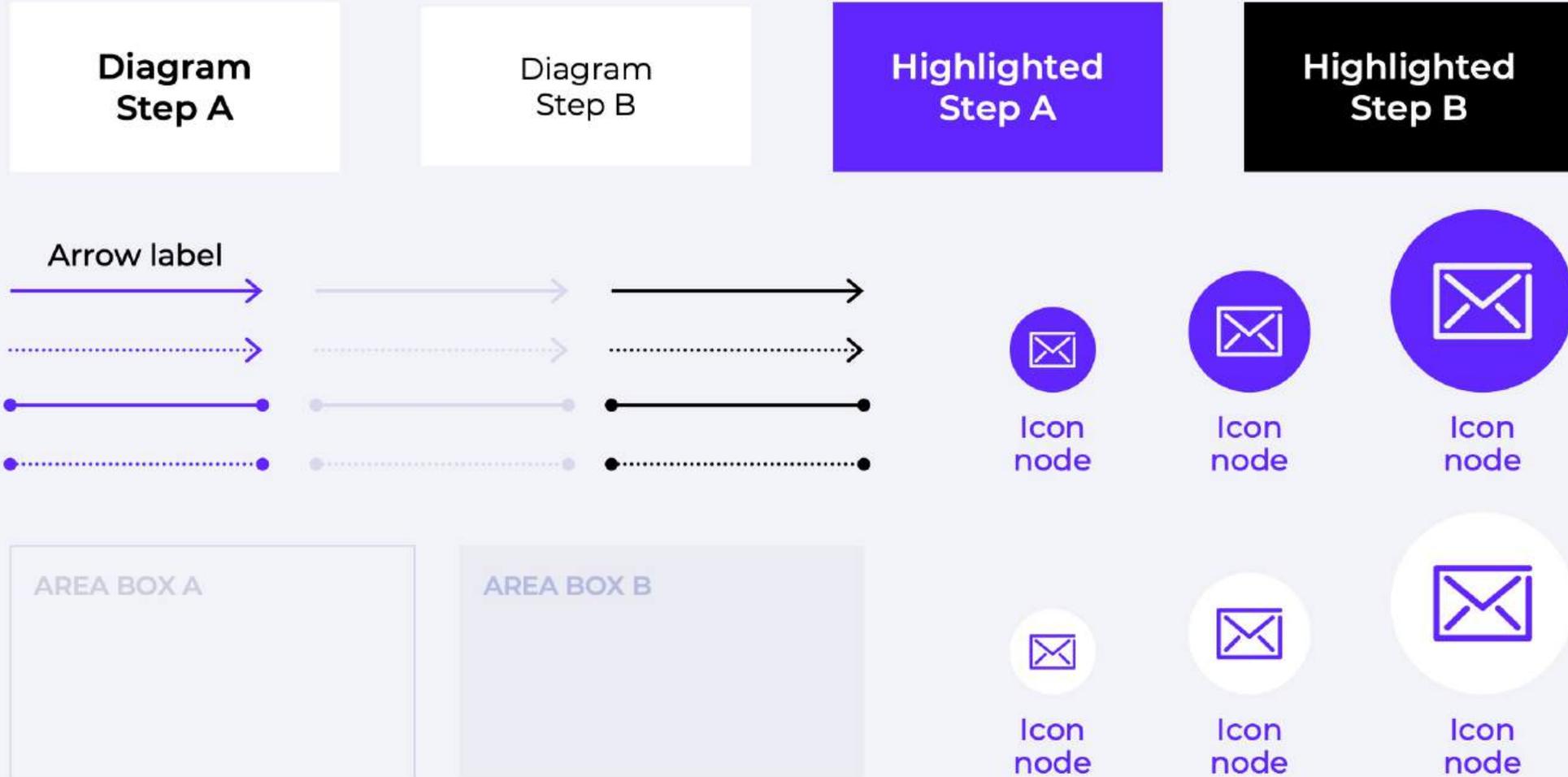
Default Text Box

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vehicula dui mi, vel ultricies enim tempus eu tristique interdum

Default Line

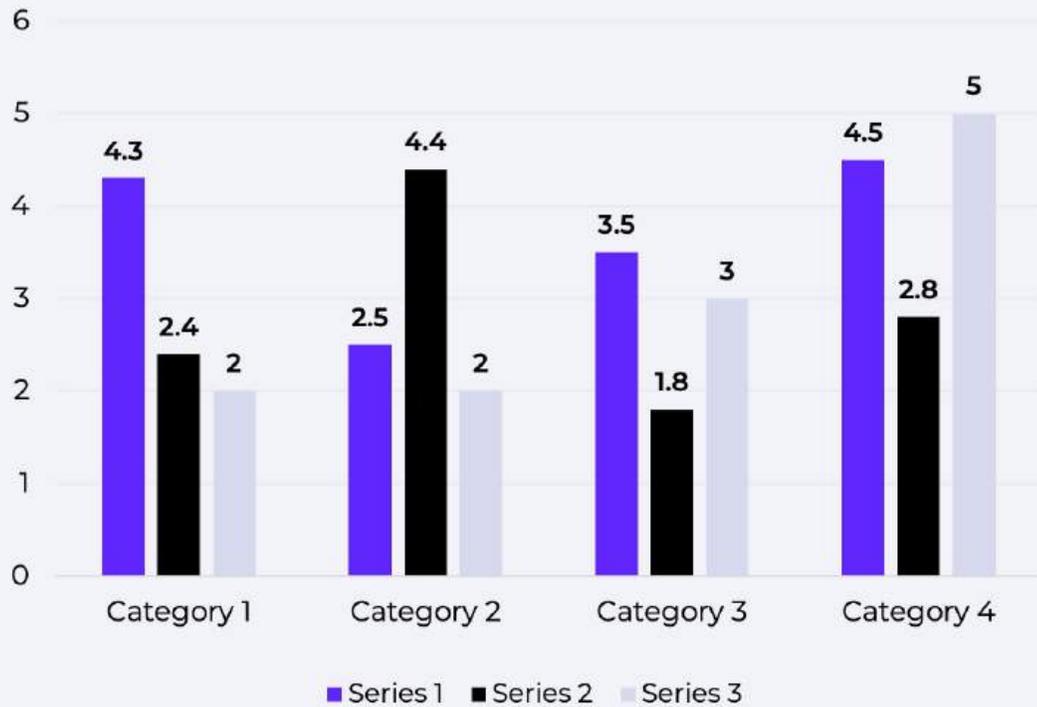


DIAGRAM ELEMENTS LIBRARY

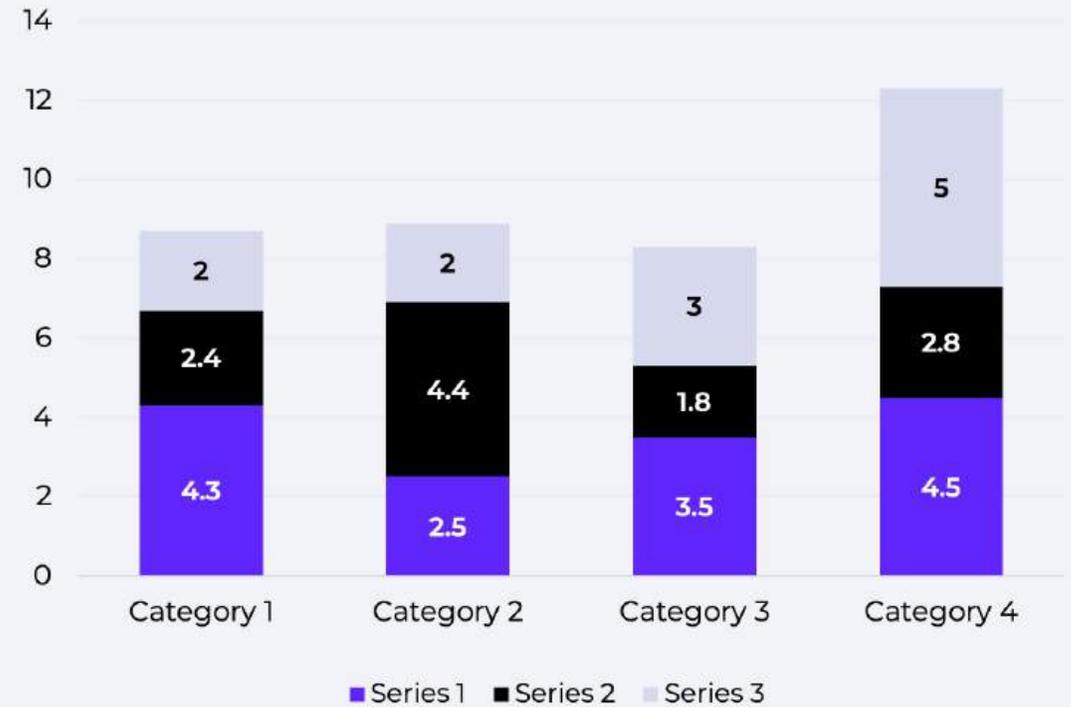


Column Charts

Clustered Column



Stacked Column



Bar Charts

Clustered Bar

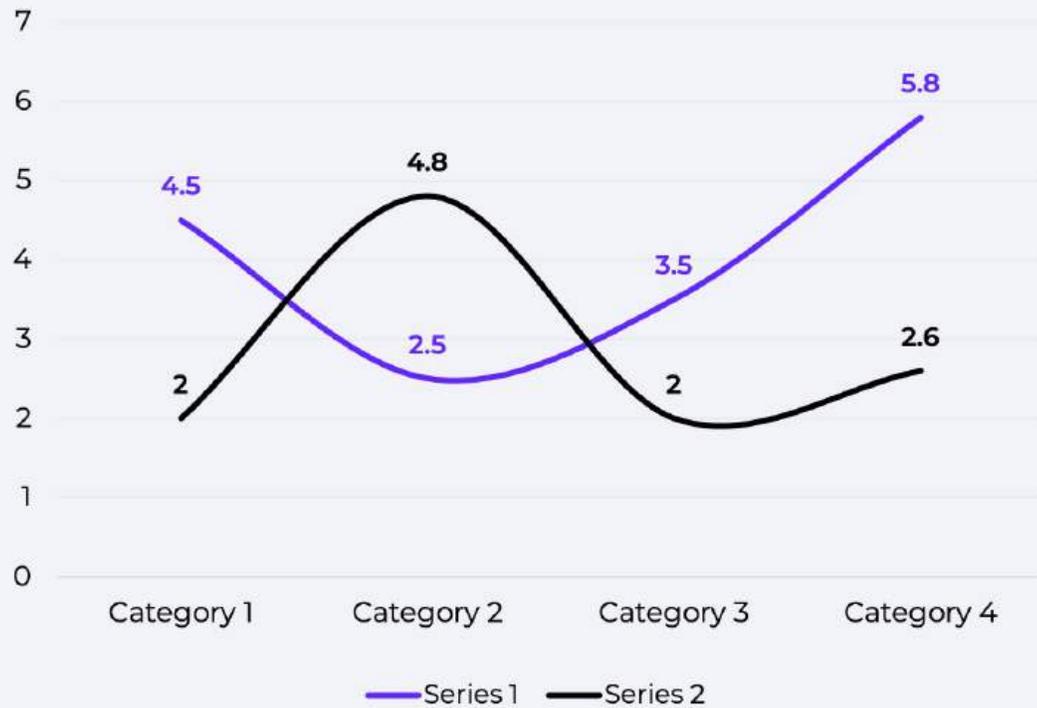


Stacked Bar

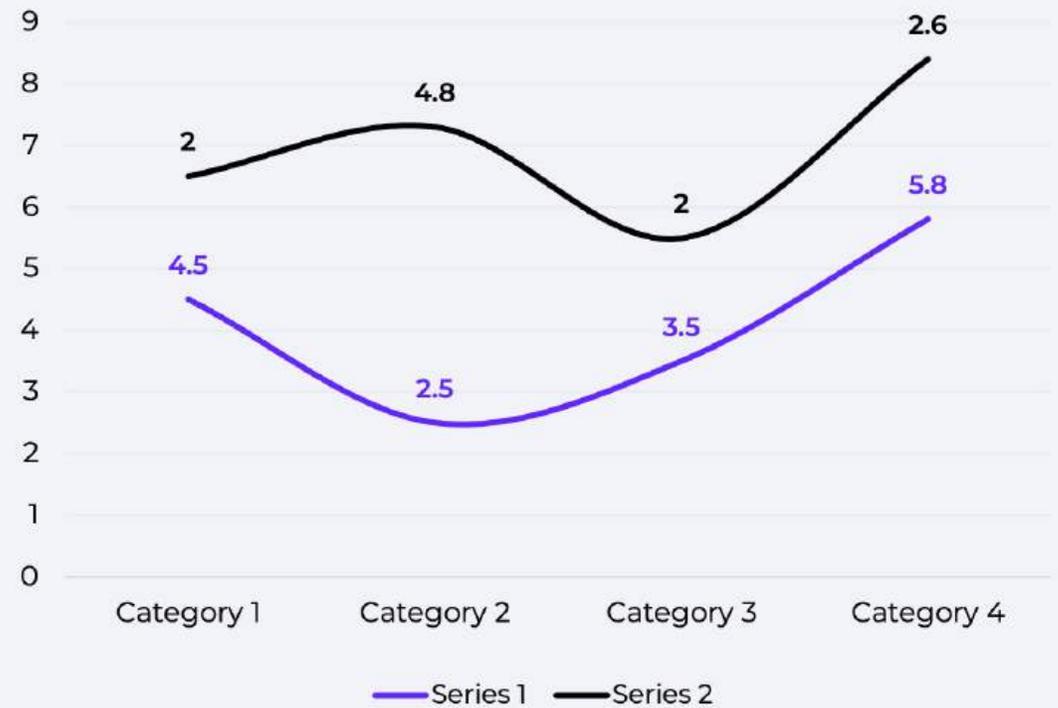


Line Charts

Line

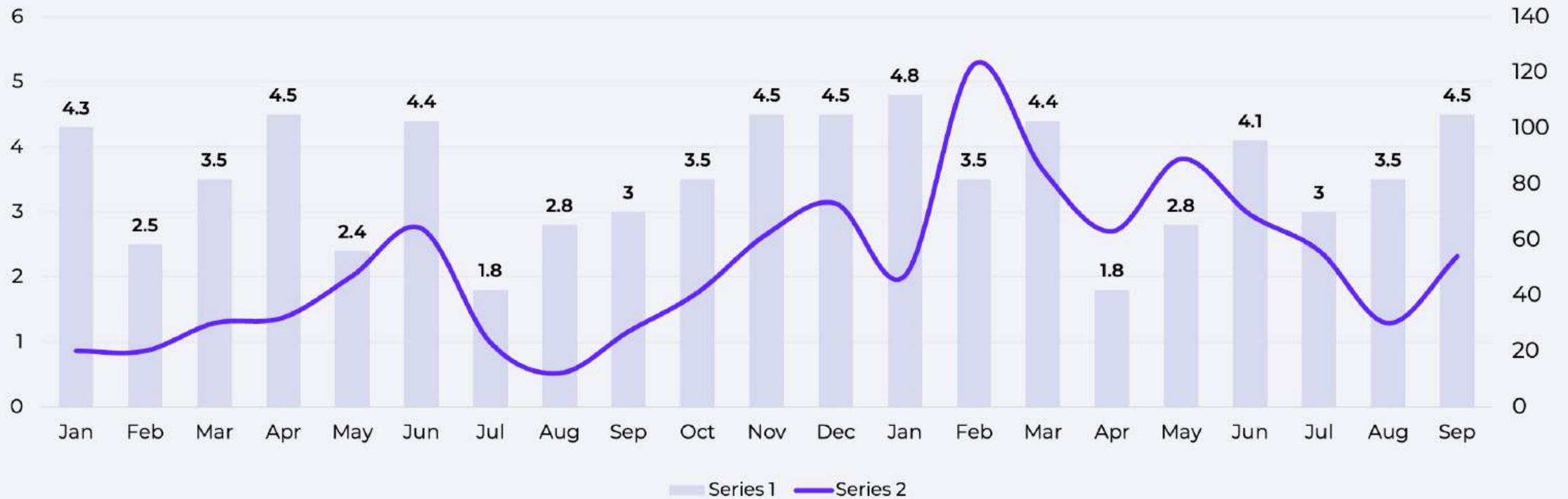


Stacked Line



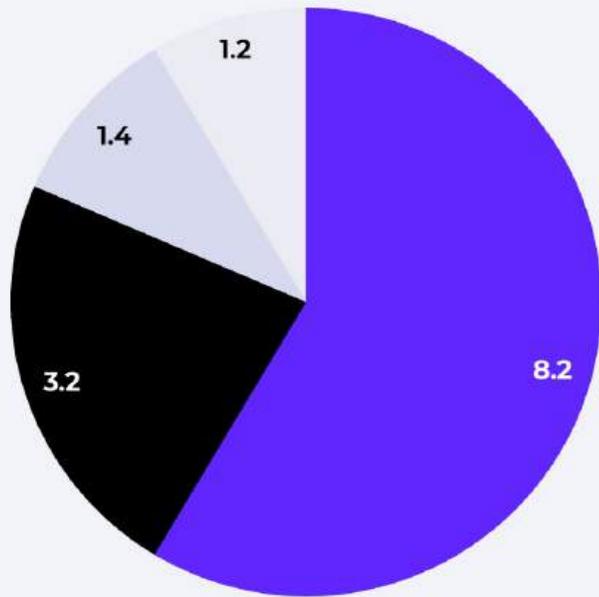
Combo Charts

Column + Line



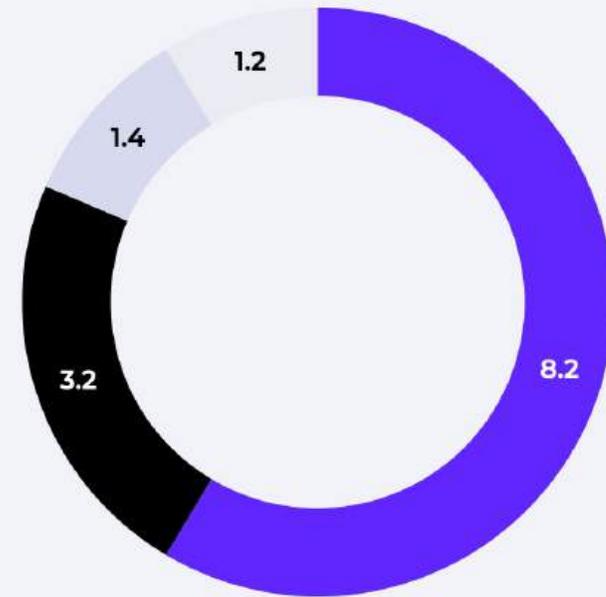
Pie Charts

Pie Chart



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Donut Chart



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Table Style 1

	Header 1	Header 2	Header 3	Header 4	Header 5
Category 1	Item	Item	Item	Item	Item
Category 2	Item	Item	Item	Item	Item
Category 3	Item	Item	Item	Item	Item
Category 4	Item	Item	Item	Item	Item
Category 5	Item	Item	Item	Item	Item
Category 6	Item	Item	Item	Item	Item

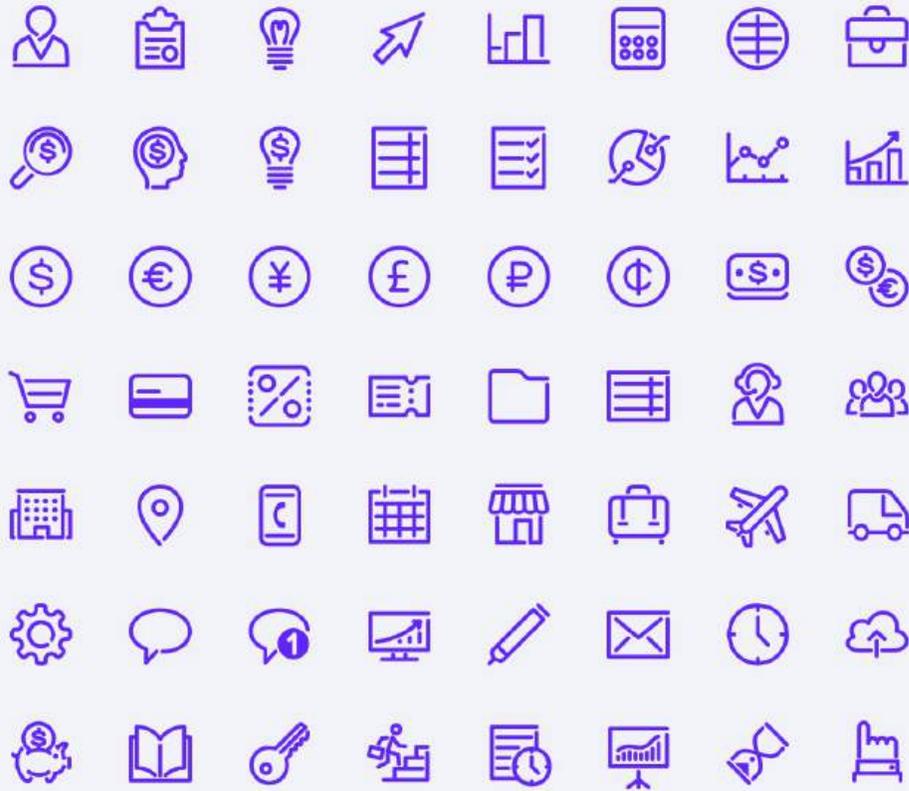
Table Style 2

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Category 2	Item	Item	Item	Item	Item
Category 3	Item	Item	Item	Item	Item
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Category 5	Item	Item	Item	Item	Item
Category 6	Item	Item	Item	Item	Item

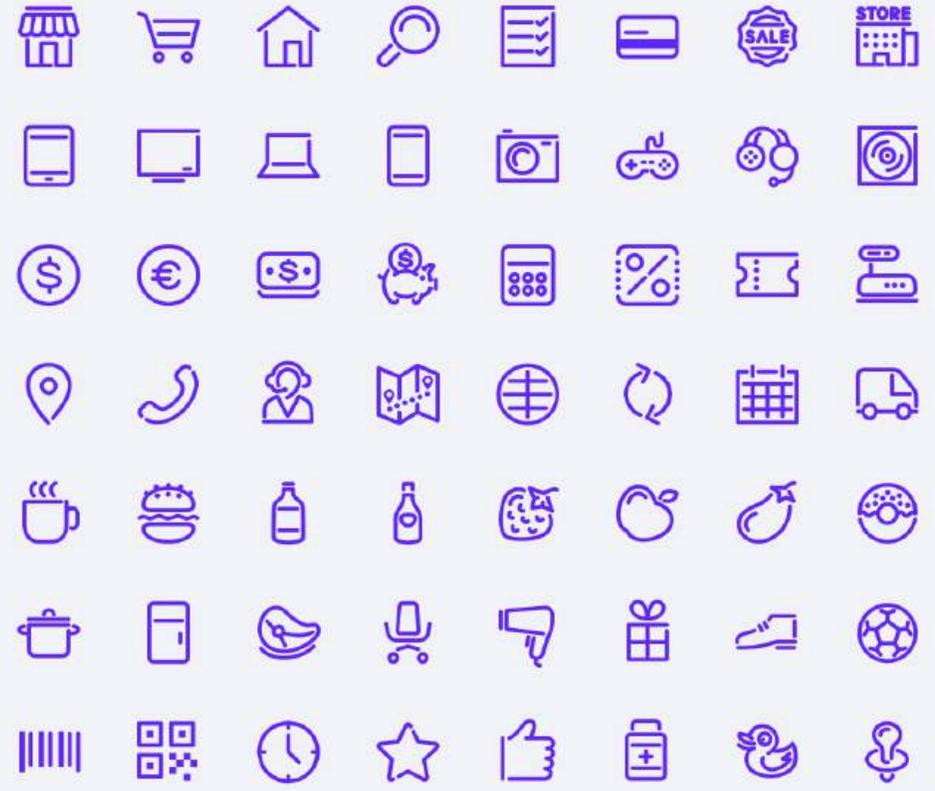
DEVICE LIBRARY



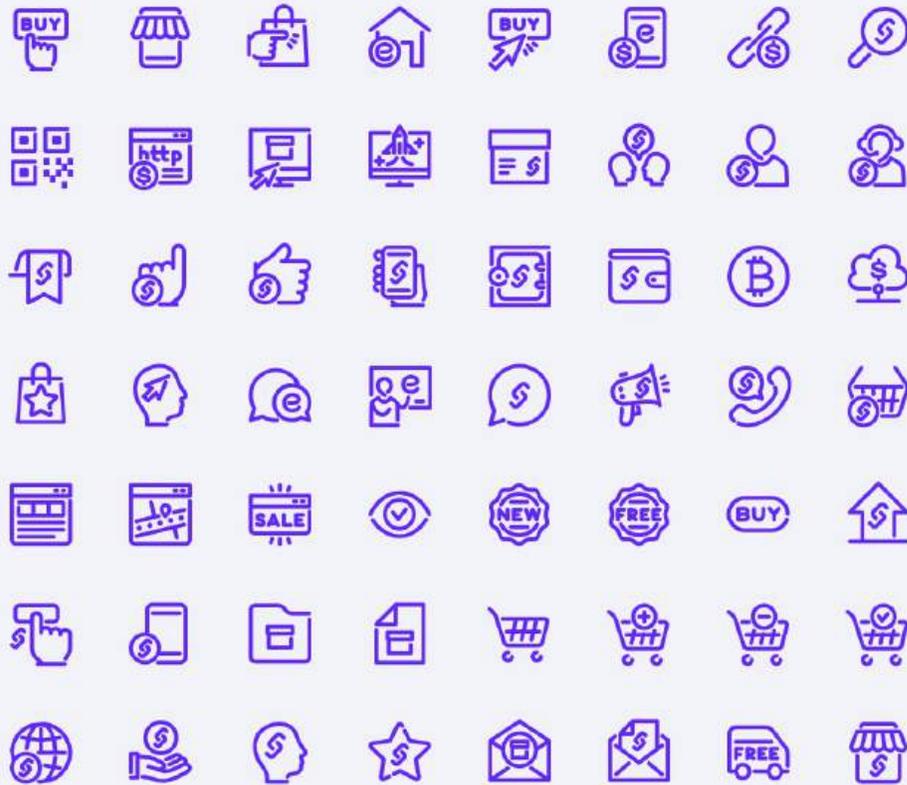
Business



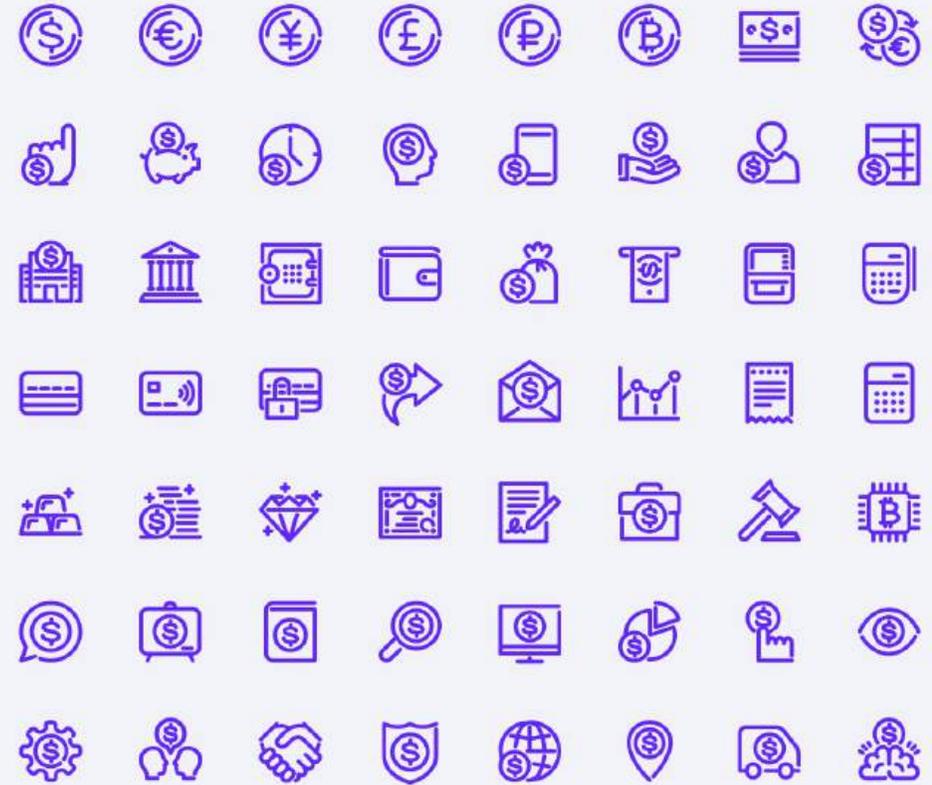
Shopping



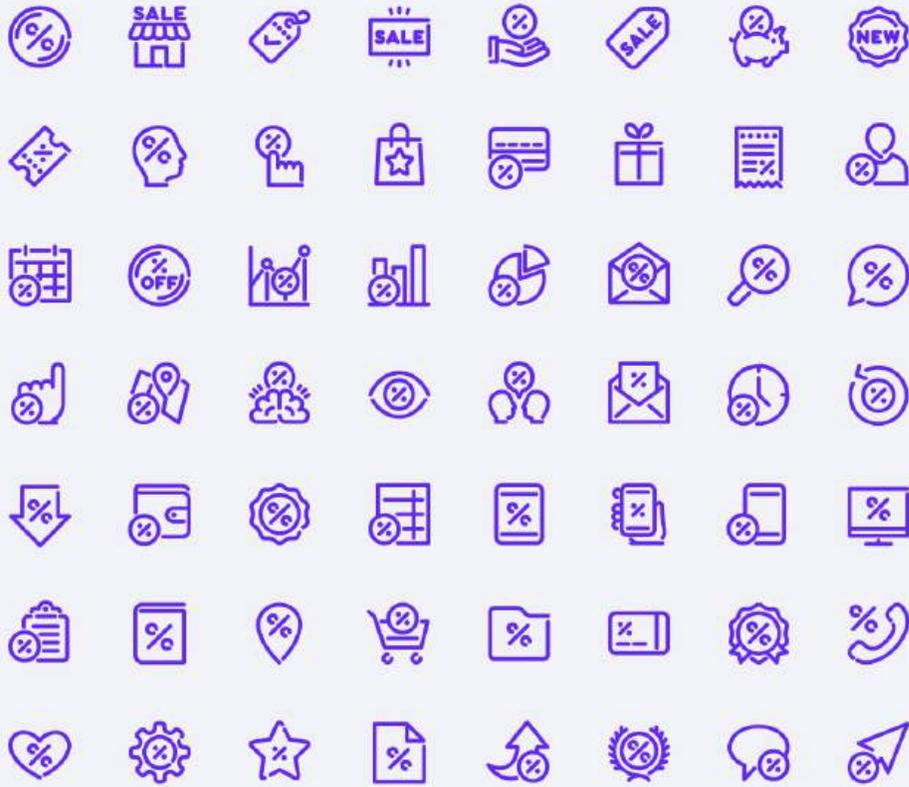
Ecommerce



Finance



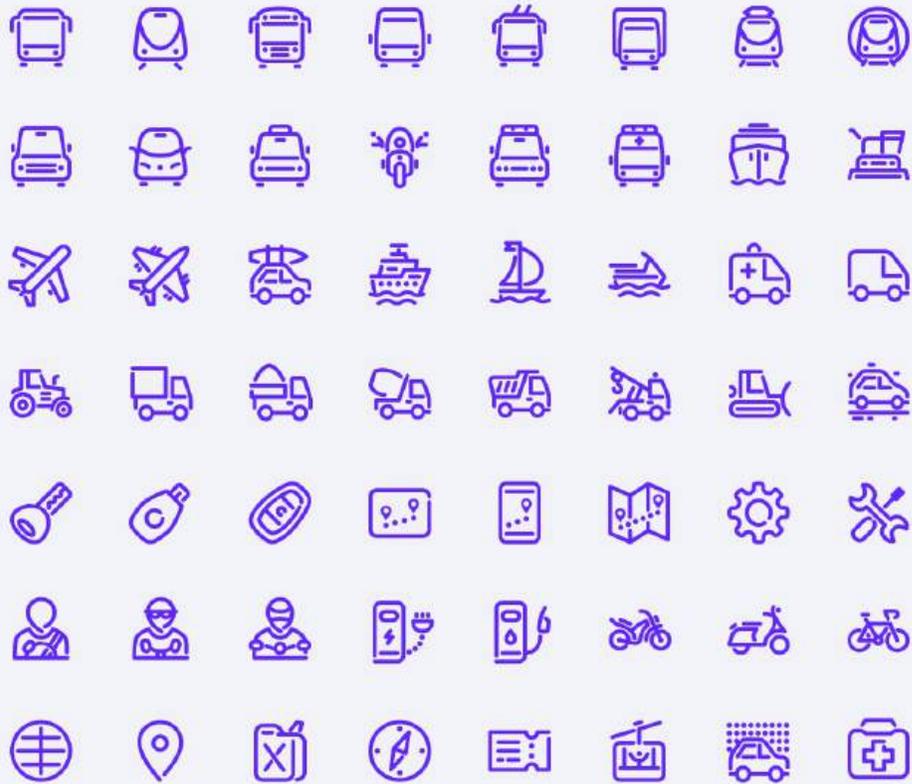
Discount



Document



Transportation



SEO

